

The Citizenship Engagement Quality in ASEAN and the Sustainability of ASEAN Economic Community Performance

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Abstract---In the long run, ASEAN Economic Community Performance (AEC) is located in the future of prospective leaders, namely students in this region who are now studying in colleges. Data shows that the population in ASEAN with a total of 625 million, of which 125 million engaged in higher education which is distributed to 7,446 universities in 10 ASEAN countries (UNESCO, 2018). The purpose of this study is to (1) analyze regional dynamic influence to AEC; (2) empirically test regional dynamic influence on citizenship engagement; (3) analyze regional dynamic influence on risk of conflict; (4) analyze the influence of risk conflict on AEC performance; (6) empirically analyze the influence of citizenship engagement on AEC performance. As a framework to discuss the research problems, this study proposes the novelty of Citizenship Engagement Quality. The population in this research is the students from 10 ASEAN countries. Respondents in this research consist of 881 samples. Based on their status, the majority of the respondents are studying in undergraduate program with 765 respondents (86.8%) and postgraduate program as 116 respondents (13.2%). The majority of origin country is from Indonesia as 344 respondents (39.1%) as a larger population of students, Malaysia as 203 respondents (23.04 %) Burma as 67 respondents (7.60%), Laos as 62 respondents (7.03%), Brunei as 54 respondents (6.12%), Philippines as 47 respondents (5.33%), Singapore as 36 respondents (4.08%) and Vietnam and Thailand 34 respondents each (3.85% and 3.85%). Structural Equation Modeling is used in this study as data analyses tool by using IBM AMOS version 22.0. The result from empirical model testing hypothesis testing shows that correlative estimation value among latent variables (Regional dynamics, Citizen Engagement Quality, Risk of Conflict and AEC Performance) has significant correlative value. Critical ratio (CR) value is >1.96 and p -value is <0.05 .

Keywords---The citizenship engagement quality, Regional dynamics, Risk of conflict and Asean economic community performance

Classification: M51, M21

I. INTRODUCTION

Economy crises has occurred in European Union countries for more than 8 years, and it began with economy crises in Greece and Ireland, followed with Portugal, Spain and Italy, in which they also faced economy crises. The members of European Union such as Slovenia and Cyprus are inevitably impacted by bad effects of economy crises.

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Their exporting value is getting lower and European Union currency is getting fluctuated (Fotakis and Peschner, 2015). The analysts such as Venables (2015) stated that bilateral economy condition recovery needs solidarity and collective investment to build strong financial and monetary policy. The wave of economy crises has changed everything. European Union has been glooming, and recently the regional solidarity has been threatened to be laid off (OECD, 2015).

Economic motive and political solidarity among the members of European Union have been scattered by each nation's interest. It threatens the unity of it, as Roman and Greece epic (Aranki and Macchiarelli, 2013).

Conservative trait among German and European Union showed that public opinion in these countries have not been so strong to continue the regional solidarity among European Union.

It can be described from the increasing popularity of nationalist party in German, Sweden, and Holland (Torrent, 2013). The willingness to perform financial transfer will significantly help poor countries, yet it gets tight resistance from powerful countries (Cameron, 2010).

The impact of economy and political problems according to Mudde (2015) produced ideological movement represented by young leader through xenophobia paradigm and ultra-nationalistic. These movements will threaten economy and democracy integration. This momentum will make many conservative parties get stronger influence (Schain, 2012; Heinsch, 2013). Even, since 2000's, there were many successful parties that distribute this movement via local, national action such as Freiheitliche Austria Osterreichs (FPÖ) in Austria, Belgia Vlamms Belang (VB), Lega Nor in Italy, Bundnis Zukunft Osterreich (BZÖ) in Austria, Denmark Party, Swiss Volks partei (SVP), and Holland Party for Freedom (PVV) (Minknbergand, 2007).

European Union model is not getting cohesive and it will be valuable lesson for ASEAN Economic Citizenship (AEC) whose ideas are criticized by elite to find a good instrument that will involve community and to shape the strong formation of European Union (Cabller -0 Anthony, 2009).

In ASEAN context the result from Benny and Abdullah (2011) stated that Indonesian community has not been familiar with the history and the purpose of the formation technical ASEAN, such as measurement, structure and historical operation that has impacted their countries. Benny *et.al.*, (2015) explored AEC understanding by studying the perceptions of three countries: Indonesia, Malaysia and Singapore. Important result which we can get is that the higher percentage of our respondents from these three countries showed the lower of educational rate, economy gap, difference in political and law system and technology acquisition which all are not evenly spread and it became the main obstacle for AEC development. Other important result is that community initiative and other aspects such as poverty among ASEAN communities, internal conflict and ethnical based economy, and religious matter, in which all becomes main obstacle for AEC initiative (Benny, *et., al.*, 2015). Therefore, Asian Development Bank Institute / ADBI, (2012) has reminded the importance of making a way through AEC 2003 based on community interest through public survey.

In individual context, ASEAN countries have partially performed study to arrange blueprint to anticipate AEC application, such as Philippine that reported an essential substantial action and implementation mainly which are connected with service liberalization, custom integration and transportation ratification, investment and trading agreement including food and farming sector (Aldaba, 2013). AEC conflict is potentially high based on plurality and informational flow from every channel into this area. ASEAN has to push them to have political commitment and improve management capacity to fill the blue print in AEC in liberalization, rationalization, and integration as a result it will be able to use every opportunity and successfully handle the risk conflict in economy (Chia, 2013).

In the long run, AEC is located in the future of prospective leaders, namely students in this region who are now studying in the universities. Data shows that the population in ASEAN with a total of 625 million, as many as 125 million take higher education which is distributed to 7,446 universities in 10 ASEAN countries (UNESCO, 2018).

Based on the exploration on previous result of regional integration model and the phenomenon of the increasing negative excess, authority and ultra-nationalistic which are followed by young generation in European Union, needs to be anticipated by AEC. In addition, the lack of participation research and community understanding that become important parts of AEC formation will hinder AEC development. Therefore, to be important part of AEC formation,

it is urgent to perform new model as Citizenship Engagement Behavior in students in ASEAN, so the continuity of AEC in 2019 will always be maintained in a long term and it will avoid negative excess like European Union.

II. LITERARY REVIEW

II.I. Engagement Theory

Definition from Kahn (1990) on engagement is that it is the realized involvement from the members of an organization for their role. The members role in an organization, whatever it forms, will inevitably contribute to their work. Therefore, in their work, they will do team work, interact and express themselves in physic, cognitive, emotional way (Marshall, 2007). In such an organizational context, Kular (2008) argues that employee involvement related with employees belief about organization, their managers and their working condition. Emotional aspect is a reflection from emotional and intellectual commitment which is responded by positive and negative trait of the organization and the leader (Shaw, 2005; Richman, 2006). Seijts and Crim (2006) give different argumentation that discretionary effort from organizational members to their work will have something in common in physiological, intellectual and emotional response that will emerge a union, beside their own formal organization.

Five factors from Guest and Peccei (2001) are belief, communication, employees voice, rule appreciation and professional credibility, will help exploring and measuring opinion of existing leadership. Meanwhile, research orientation from Anitha (2014) has concluded that employee engagement is the result of the existing job. Other researchers, Nisbee (2006) expanded their research on personal influence and interpersonal discussion to form public opinion and political behavior. Previously, technology role will facilitate involvement. Kearsley and Shneiderman (1999) showed that Engagement Theory has four features of theoretical mainframe that will constructively and interactively strengthen an organization through (1) the capacity of bonded willingness, (2) bonded motivation, (3) volunteering involvement, and (4) bonded strategy (Hussain et al., 2019).

Leadership concept emerges from empirical study in America. Although there are still many questions about other national contexts application, behavior such as information search and main opinion media, as newspaper and television show that will culturally affect each country (Nisbee and Markowitz, 2015).

According to Robinson (2006), organizational member involvement can be reached through organizational environment that will push positive emotional involvement and pride that will finally create better organizational performance, higher satisfaction and better health. In a context to build awareness and as the member of ASEAN countries, it has declared regional integrity in AEC platform theory that will help measuring the students involvement among in regional integration both in political, economic and social way.

II.II. Organizational Citizenship Behavior

Organizational citizenship behavior (OCB) known as Organizational Citizenship Behavior among human resources analysts, is a behavior in which every organizational member is willing to perform their work demand, although there is no reward for it. This definition refers to individual behavior that provide extra work but explicitly unknown by formal working system, even though in an aggregated way, it will improve organizational function in such an effective way (Wagner and Rush, 2000). The result from Obamiro (2014) stated that organization has enough evidence to reach superiority through individual performance that will influence team work and organizational performance.

An organization that has OCB atmosphere will be more easily control organizational members because and they will fully control their own behavior by choosing an appropriate behavior which is in line with organizational purpose (Lin and Wang, 20006). Holtzhausen and Fourie (2008) postulated that OCB has a role to improve organizational performance if this behavior is able to lubricate social machine in an organization through social interaction among organizational member that will contextually eliminate clash and push the organization to move efficiently.

The emergence of OCB behavior is based on organizational member's satisfaction in which the members will participate in every process that has been going on in an organization. Therefore, OCB will provide hope and will realize it in such a form of community contribution, resources transformation, innovative ability, adaptability and flexibility (Yanghoubi, 2011). Besides, the orientation on effectiveness and efficiency attainment through resources optimum, time and idea responsive, and problems solving from each unit through collective spirit and interdependent organizational performance (Shafi, 2011).

Chen and Chen (2010) successfully elaborated and reported that OCB positively related with compensation decision, promotion, and training and it also has important effect on financial performance. Besides, OCB will help acknowledging bias that usually happened in performance evaluation (Organ and Ryan, 1995). This relatedness will be a main consideration to arrange human resources preparation along with organizational development through recruitment, development, maintenance and performance improvement (Chun-Hun, 2012); finally it will influence working climate, productivity and creativity (Markoczy and Xin, 2004).

Through deeper exploration and empirical evidence, the result from Podsakoff (2000) was further tested and developed by Chi-Cheng (2011), who stated that OCB can be measured through dimensions such as: (1) helpfulness, (2) sportiveness, (3) loyalty (4) organizational obedience, (5) individual initiative, (6) citizenship, (7) self-development. Based on assessed evidences through seven dimensions, Baghersalimi (2012) found out that OCB influence on organizational effectiveness, as (1) contributing to team productivity, (2) helping team work and managerial productivity, (3) improving organizational resources efficiency, (4) decreasing employee maintenance fee, (5) improving team work coordination, (6) improving human resources loyalty, and (7) improving organizational change adaptability.

II.III. Quality System

Many scholars have linked management quality and management processes to significantly influence performance, say for example (Ramesh, 2012; Kalra and Pant, 2013; Davood, et. Al, 2013). In the context of regional regional organizations it is certainly inevitable to analogize with company organizations that must compete at the industry level (Altiok, 2012 and Gharakhani et.al., 2013). Other scholars who pay attention to quality to compete in the industry are Letica (2007), Oakland (2012), Vasileios and Odysseas (2015), by providing evidence that these companies are not even bound by the command line, but will continue to do bechmarking with quality measures in industry as part of important attention to strengthen its performance.

II.IV. Prepositions Development

Prepositions developed in this study are a synthetic process from Engagement Theory and Organizational Citizenship Behavior and Quality System. Based on mapping state of the art, it can be considered as framework in this study to answer all research questions proposed by novelty Citizenship Engagement Quality is an awareness to bond itself in an organization through helpfulness, loyalty, initiative and an ability to do self-development. Citizenship Engagement has a potency to support continuous AEC.

II.V. Hypotheses Development

II.V.I. The Relationship between Regional Dynamics and AEC Performance

National leader integrated in one political and institutional region is responsible to respect each other by building dialogue and cross cultural promotion through practical initiative, to diminish prejudice, and to create trustworthy relationship among citizen that will influence regional stability (Winkler, 2006; Welfens, 2006).

Referring to the result from Cassel and Welfens (2006) and Bingi and Tondel (2015) proved that regional economy integration contributed fast improvement in other areas in the world, although it has been found a new challenge such as institutional change dynamics and some other regional and international economy policies.

As a result, it has been evidenced that Asia Africa area has a high correlation between regional integration and economy globalization to the pressure of institutional reformation and policy pattern in those countries (World Bank, 2010; Soderbaum and Brodin, 2016; Vanheukelom, 2016).

Based on the explanation above, it can be proposed hypotheses as follow:

H1 : Regional integration dynamics influences AEC performance

II.V.II. The Relationship between Regional Dynamics and Citizenship Engagement Quality

Dynamics following the process of regional integration intensifies structural changes as the emergence of larger regional integration and it will also produce an option of resources exchange through outsourcing and offshoring

way. Related with this, regional integration dynamics and economy globalization that produces a new consequence as the competitive adjustment between local player and it needs a reformation both in institution and policy (Borbely and Welfens, 2006; Feiguine & Solovjova, 2014).

Although it has been acknowledged that organizational dynamics as AEC will always be influenced by powerful countries' interest which has a stronger bargaining power and it will finally influence regional agenda including its implementation. Nevertheless, charismatic regional leaders have great chance to provide larger contribution to their national and regional partner interest (Irawan, 2013).

Through political legitimation, consensus, formal support from strong regional actor, collective decision taken in regional area, all will always strengthen partner commitment to do and apply the decision taken. The concept has been proven in organizations (Jahangir, 2004; Podsakoff, 2009; Shneiderman, 2009; Baghersalimi, 2011).

Based on the explanation above, it can be proposed hypotheses as follow:

H2 : Regional dynamics influences Citizenship Engagement Quality

II.V.III. The Relationship between Regional Dynamics and Risk of Conflict

Increasing regional dynamics along with the development of Regional Trading (RTA) without business cycle will cause external and internal (Solomon, 2000; Bah and Armand, 2012). As a result, the relationship between RTA and the political, social, economy and migration stability will be proven to be the main determinant of intra countries conflict in one area (Kapila, 2004; Biswaro, 2013).

National and regional stability become the most important element which is able to legitimate regional stability and decrease conflict in ASEAN (Khan, 2007; Paribatra & Samudavanija, 2012; Rattanasevee, 2014). Basri (2014) reminded that Indonesia's most important role is to grow awareness to strengthen self-esteem through the mixture of maritime countries' policy and they can become the foundation of ASEAN economy development.

Based on the explanation above, it can be proposed hypotheses as follow:

H3 : Regional dynamics influences risk of conflict

II.V.IV. The Relationship between Regional Dynamics and Citizenship Engagement Quality

Regional stability in an area is the most important requirement which is needed to continue trading, economy development and welfare. Economy stability condition and welfare will increase and will influence peace in and inter country (Kahn, 2013). Regional integration such as AEC will face dynamics, yet regional institution and risk of conflict needs to be anticipated by openness, multilateral approach to economy and political matters (Armstrong, 2007; Haffel, 2012).

Studies performed by Schaufelli and Bakker (2004) and Gokul (2012) found out that an employee who perceives support from an organization will make them more dedicated and contributed emotional bond along with the organizational development. Nevertheless, aspirating reference in organizational context is pushed by pragmatic interest and it is related with belief as the most important role of organization's success (Turnipseed & Rassuli, 2005; Organ, 2006).

Based on the explanation above, it can be proposed hypotheses as follow:

H4 : Citizenship Engagement Quality influences risk of conflict

II.V.V. The Relationship between Regional Dynamics and AEC Performance

Important duty from regional integration according to Baylis (2010) and IMF (2016) is to identify the importance, opportunity and obstacle that will shape regional institution. Neighbor country sometimes disagrees with some issues such as regional control, natural resource, population. This disagreement is controlled to avoid hostile argument (Ruckstuhl, 2009; The Munden Project, 2012; Arsenault, 2016; Xuenchen, 2018).

Different standard application used in inter-country trading will create risk of conflict if it is not balanced and equipped with enough instruments as suggested (World Bank, 2005; Ruiz Diana, 2007 and Gartzke, 2005).

Based on the explanation above, it can be proposed hypotheses as follow:

H5 : Risk of conflict influences AEC performance

II.V.VI. The Relationship between Citizenship Engagement Quality and AEC Performance

To support regional performance approach by the political leader in an area which is suited with OCB concept, it needs altruism proportional behavior which is directed to certain individual or group, and obedience behavior which is directed to organizational interest (Organ and Ryan, 1995; Lehmann, 2012; Geyer and Krummy, 2015; Di Gangi and Wasko, 2016).

Whatever the relation is in citizenship spirit, in integrated organization through sportive, loyal, and obedience behavior, all will depend on national priority as defined by political elite and it will distract from national position if it is approved by regional decision implementation (Schroder, 2013; Kubiela & Olender-Skorek, 2014).

Based on the explanation above, it can be proposed hypotheses as follow:

H6 : Citizenship Engagement Quality influences AEC performance

III. METHOD

From 7, 446 universities as a population, it uses a purposive sampling method in which each country is subjectively selected based on the list of the best universities in each country version of the University Ranking (<https://www.4icu.org/top-universities-asia>). Of the 10 countries selected 50 universities. Given the vast scope of the study area, the distribution of questionnaires is done online via email and the facilities are <https://docs.google.com/forms>. List of questions in the questionnaire in English. Before being distributed the questionnaire was tested to 34 respondents to ensure that the questionnaire was valid as an instrument in this study. The data collection is carried out from January to October 2018. Measurement of 4 variables measured with indicators which are then converted perceptually. The variables referred to (1) regional dynamic are measured by 5 indicators namely human exchange, competition, regional dynamic, institution reformation, policy reformation in AEC, decision making in AEC; (2) citizenship engagement is measured by 5 indicators namely helping each other among AEC members, portmanship, loyalty among AEC members, high initiative trait among AEC, each member in AEC; (3) conflict risk is measured by 4 indicators, namely migration in ASEAN, synchronization, unstable political, prolonged conflict; (4) AEC performance is measured by 4 indicators namely interest is accommodated, fast opportunity response, immediately solved, AEC aspiration. Structural Equation Modeling with IBM AMOS version 22.0 is used in this study as data analyses tool.

IV. RESULT

IV.I. The Description of Respondents

Respondents in this study are 881 samples that answer the questions. Based on sex, the highest frequency is male with 556 respondents (63.1%) and female with 325 respondents (36.9%). Based on their status, the majority of the respondents are studying in undergraduate program with 765 respondents (86.8%) and postgraduate program as 116 respondents (13.2%). The majority of origin country is from Indonesia as 344 respondents (39.1%) as a larger population of students, Malaysia as 203 respondents (23,04 %) Burma as 67 respondents (7.60%), Laos as 62 respondents (7.03%), Brunei as 54 respondents (6.12%), Philippines as 47 respondents (5.33%), Singapore as 36 respondents (4.08%) and Vietnam and Thailand 34 respondents each (3.85% and 3.85%).

IV.II. Construct Reliability and Variance extracted

Based on reliability calculation above, it shows that construct reliability for all latent variables have filled the criteria of cut off value >0.60. Variance extracted value has filled cut off value requirement >0.50. It can be concluded that each latent variable has filled reliability criteria.

IV.III. Incremental Fit Test and Empirical Model test

Incremental fit measure is meant to evaluate how good estimated model by the author compared with alternative model. Some measurements used in table 1 as follow:

Table 1: Incremental Fit Measure

Goodness of Fit	Cut off value	Estimation	Explanation
<i>Incremental fit AECsures</i>			
AGFI	≥ 0.90	0.904	Fit
TLI	≥ 0.95	0.944	Acceptable
CFI	≥ 0.95	0.953	Fit
NFI	≥ 0.95	0.941	Acceptable

IV.IV. Causality

Output result from Structural Equation Modeling is described in table 2.

V. DISCUSSION

Statistical estimation testing result shows table 2, the influence of regional dynamics on ASEAN Economic Community performance (H1) as 0.392, CR value as 10.132 and p-value as 0.000. Based on this result, it has been proven that ASEAN Economic Community performance has significant rate as 5%. It confirms previous research (Soderbaum and Brodin, 2016; Vanheukelom, 2016). Yet, it contradicts with argumentation from Bingi & Tondel (2015) who stated that regional dynamics do not always influence economic performance of a certain area.

Statistical estimation testing result shows the influence of regional dynamics on citizen engagement quality (H2) as 0.599, CR value as 15.678 and p-value as 0.000. Based on this result, it has been proven that regional dynamics significantly influences citizen engagement and has significant rate as 5%. It confirms previous research (Shneiderman, 2009; Baghersalimi, 2011; Feiguine & Solovjova, 2014).

Statistical estimation testing result shows the influence of regional dynamics on risk of conflict (H3) as 0.351, CR value as 8.389 and p-value as 0.000. Based on this result, it can be concluded that regional dynamics significantly influences risk of conflict and has significant rate as 5%. It confirms previous research (Kahn, 2007, Paribatra & Samudavanija, 2012 and Rattanasevee, 2014), yet, it contradicts with result from Bah & Armand (2012).

Table 2: Regression Weight Full Model Hypothesis testing

			Estimate	S.E	C.R.	P	Explanation
Citizenship_Engagement_Quality	<--	Regional_Dinamics	,599	,038	15,678	0	Significant
Risk_of_Conflict	<--	Regional_Dinamics	,351	,042	8,389	0	Significant
Risk_of_Conflict	<--	Citizenship_Engagement_Quality	,379	,044	8,573	0	Significant
Asean_Economic_Community_Performance	<--	Regional_Dinamics	,392	,039	10,132	0	Significant
Asean_Economic_Community_Performance	<--	Citizenship_Engagement_Quality	,314	,040	7,821	0	Significant
Asean_Economic_Community_Performance	<--	Risk_of_Conflict	,315	,040	7,866	0	Significant

Statistical estimation testing result shows the influence of citizen engagement quality on risk of conflict (H4) as 0.379, CR value as 8.573 and p-value as 0.000. Based on this result, it can be concluded that citizen engagement significantly influences risk of conflict and has significant rate as 5%. It confirms previous research (Haftel, 2012; Gokul, 2012; and Kahn, 2013).

Statistical estimation testing result shows the influence of citizen engagement quality on ASEAN Economic Community Performance (H5) as 0.314, CR value as 7.281 and p-value as 0.000. Based on this result, it indicates that citizen engagement significantly influences ASEAN Economic Community Performance and has significant rate as 5%. It confirms previous research from The Munden project (2012) and Arsenault (2016).

Statistical estimation testing result shows the influence of risk of conflict on ASEAN Economic Community Performance (H6) as 0.315, CR value as 7.866 and p-value as 0.000. Based on this result, it can be concluded that risk of conflict significantly influences ASEAN Economic Community Performance and has significant rate as 5%. It confirms previous research (Geyer & Krumay, 2015 and Di Gangi & Wasko, 2016), yet it contradicts with Kubiela & Olender-Skorek (2014) who stated that regional community performance will always be stable and find its bilateral balance though sometimes faces regional conflict.

VI. CONCLUSION

The result from empirical model testing hypothesis testing shows that correlative estimation value among latent variables (Regional dynamics, Citizen Engagement Quality, Risk of Conflict and ASEAN Economic Community Performance) has significant correlative value. Critical ratio (CR) value is >1.96 and p-value is <0.05 .

VI.I. Implication, Limitation & Next Research Agenda

The implication from this study strengthens and expands the application of Engagement Theory, Organizational Citizenship Behavior and Quality System to guide mainframe which is related with regional stability and multilateral relationship in regional area. The implication managerial of this study states that each policy in AEC content must consider ASEAN regional dynamics, Citizen Engagement Quality of students, and Risk of Conflict.

This study uses TLI (Tucker Lewis Index) as 0.944 and NFI (Normal Fit Index) value as 0.941, which means that the model is not fit yet acceptable. Therefore, future research needs to test the same model in different regional area or test the prepositions Citizen Engagement Quality as a new concept that will mediate organizational dynamics and its performance.

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