

Analisis pengaruh persepsi reputasi perusahaan rasa bangga komitmen afektif dan kepuasan kerja terhadap employee`s awareness of their impact on corporate reputation = The impact of perceived corporate reputation pride affective commitment and job satisfaction towards employee`s awareness of their impact on corporate reputation

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Abstrak

Reputasi perusahaan merupakan aset penting yang dibutuhkan perusahaan dalam mencapai tujuannya. Bagi pegawai, reputasi perusahaan merupakan suatu bentuk penilaian mereka terhadap perusahaan sekaligus sesuatu yang mereka bentuk melalui interaksi dengan para pemegang kepentingan. Penelitian ini mengusulkan bahwa employee's awareness of their impact on corporate reputation (AICR) dipengaruhi secara positif oleh persepsi reputasi perusahaan, perasaan bangga, komitmen afektif, dan kepuasan kerja. Hipotesis diuji menggunakan data yang diperoleh dari 161 pegawai pada salah satu BUMN di Indonesia. Hasil yang didapatkan dengan metode Structural Equation Modeling (SEM) menunjukkan bahwa AICR dipengaruhi secara positif oleh persepsi reputasi perusahaan dan komitmen afektif pegawai sedangkan rasa bangga dan kepuasan kerja tidak memiliki pengaruh positif terhadap AICR.

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Corporate reputation is critical for a company to achieve its goals. For its employees, corporate reputation is something they perceived but in the other side it is something that they shaped through the interaction with stakeholders. This study suggest that employee's awareness of their impact on corporate reputation (AICR) is positively affected by perceived corporate reputation, pride, affective organizational commitment, and job satisfaction. Hypotesis are tested using 161 data from employees of a stated-owned company in Indonesia. The result obtained using Structural Equation Modeling (SEM) suggested that employee's awareness of their impact on corporate reputation (AICR) is positively affected by perceived corporate reputation and affective commitment but it does not affected both by pride and job satisfaction.