

Pengaruh budaya organisasi the telkomsel way terhadap employee engagement = The influence of organizational culture the telkomsel way on employee engagement / Mega Krisnayudha

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Abstrak

[ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh budaya organisasi The Telkomsel Way terhadap employee engagement. Penelitian ini menggunakan sub variabel budaya organisasi sesuai dengan Organizational Culture and Effectiveness dari Daniel R. Denison dan Aneil K. Mishra yang terdiri dari involvement, consistency, adaptability dan mission terhadap sub variabel employee engagement sesuai dengan Utrecht Work Engagement Scale dari Wilmar Schaufeli dan Arnold Baker yaitu vigor, dedication, dan absorption. Pengumpulan data menggunakan kuesioner yang diberikan kepada pegawai PT Telekomunikasi Selular yang berada di kantor pusat. Analisis data menggunakan bantuan SPSS 20 dengan metode General Linier Model (GLM). Hasil penelitian ini menunjukkan bahwa semua sub variabel budaya organisasi secara bersama-sama memiliki pengaruh terhadap sub variabel employee engagement yaitu vigor sebesar 95.5%, dedication sebesar 94.7%, dan absorption sebesar 95.3%. Sub variabel involvement, consistency, dan adaptability masing-masing memiliki pengaruh yang signifikan positif terhadap keseluruhan sub variabel employee engagement. Sedangkan sub variabel mission memiliki pengaruh yang signifikan negatif terhadap keseluruhan sub variabel employee engagement.

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ABSTRACT

The purpose of this research is to find out the influence of organizational culture "The Telkomsel Way" on employee engagement. This research using sub variable of organizational culture in accordance with Organizational Culture and Effectiveness from Daniel R. Denison and Aneil K. Mishra that consist of involvement, consistency, adaptability, and mission on sub variable of employee engagement in accordance with Utrecht Work Engagement Scale from Wilmar Schaufeli and Arnold Baker that consist of vigor, dedication, and absorption. Collecting data using questionnaires that given to the employees of PT Telekomunikasi Selular which is on head office. Data analysis using SPSS 20 with General Linear Model (GLM) method. The results showed that all sub variable of organizational culture together have an influence on sub variable employee engagement which are vigor by 95.5%, dedication 94.7%, and absorption 95.3%. Sub variable involvement, consistency, adaptability has a significant positive effect on the entire sub variable employee engagement. Meanwhile, the sub variable mission has a significant negative effect on the overall sub variable employee engagement. The purpose of this research is to find out the influence of organizational culture "The Telkomsel Way" on employee engagement. This research using sub variable of organizational culture in accordance with Organizational Culture and Effectiveness from Daniel R. Denison and Aneil K. Mishra that consist of involvement, consistency, adaptability, and mission on sub variable of employee engagement in accordance with Utrecht Work Engagement Scale from Wilmar Schaufeli and Arnold Baker that consist of vigor, dedication, and absorption. Collecting data using questionnaires that given to the employees of PT Telekomunikasi Selular which is on head office. Data analysis using SPSS 20

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