

Analisis Pengaruh Workplace Breastfeeding Support terhadap Organizational Identification dan Job Satisfaction dengan Organizational Trust sebagai Variabel Mediasi = Analysis of the Effect of Workplace Breastfeeding Support on Organizational Identification and Job Satisfaction with Organizational Trust as a Mediation Variable

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Abstrak

Pada saat ini perempuan yang menyusui dan memutuskan untuk tetap bekerja sudah cukup banyak di Indonesia. Hal ini harus menjadi perhatian pihak terkait dalam meningkatkan *worklife balance*, karena akan terdapat hambatan ketika mengkombinasikan diri sebagai pekerja dan juga ibu menyusui. Penelitian terdahulu menyatakan bahwa *workplace breastfeeding support* yang diwakili oleh *manager support* dan *co-worker support* berpengaruh positif terhadap *organizational identification* yaitu rasa identifikasi diri terhadap organisasi dan *job satisfaction* terhadap pekerjaan serta organisasi dengan meningkatkan *organizational trust* yang diwakili oleh *vertical trust* dan *horizontal trust*. Penelitian kuantitatif ini bertujuan untuk menganalisis hubungan antara *workplace breastfeeding support*, *organizational trust*, *organizational identification* dan *job satisfaction*. Sebanyak 185 responden yaitu ibu menyusui yang merangkap sebagai pekerja berhasil dikumpulkan dan data kemudian diolah menggunakan metode *Structural Equation Modelling* (SEM). Hasil penelitian menunjukkan bahwa *manager support* dan *co-worker support* tidak berpengaruh signifikan terhadap *job satisfaction* namun hanya *co-worker support* yang berpengaruh terhadap *organizational identification*. *Vertical trust* pun memainkan peran yang cukup baik untuk memengaruhi *organizational identification* dan *job satisfaction*.

Kata kunci: *workplace breastfeeding support*, *manager support*, *co-worker support*, *vertical trust*, *horizontal trust*, *organizational identification*, *job satisfaction*

At this time there are quite a lot of women who breastfeed and decide to keep working in Indonesia. This should be a concern of related parties in improving worklife balance, because there will be obstacles when combining themselves as workers and also nursing mothers. Previous research states that workplace breastfeeding support represented by manager support and co-worker support has a positive effect on organizational identification, namely a sense of self-identification of the organization and job satisfaction with work and organization by increasing organizational trust represented by vertical trust and horizontal trust. This quantitative research aims to analyze the relationship between workplace breastfeeding support, organizational trust, organizational identification and job satisfaction. A total of 185 respondents, namely breastfeeding mothers who worked as workers were successfully collected and data were then processed using the Structural Equation Modeling (SEM) method. The results showed that manager support and co-worker support did not significantly influence job satisfaction, but only co-worker support affected organizational identification. Vertical trust also plays a good enough role to influence organizational identification and job satisfaction.

Key Words: *workplace breastfeeding support*, *manager support*, *co-worker*

support, vertical trust, horizontal trust, organizational identification, job satisfaction</p>