

Pengaruh Supervisor Bottom-Line Mentality dan Perceived Competitive Climate terhadap Unethical Pro-Organizational Behaviour pada pekerja di bidang marketing = The effect of Supervisor Bottom-Line Mentality and Perceived Competitive Climate of Unethical Pro-Organizational Behaviour to Marketers

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Abstrak

Sejak hadirnya pandemi Covid-19, terjadi berbagai perubahan yang berdampak terhadap bagaimana sebuah bisnis dijalankan. Pandemi Covid-19 menyebabkan penyusutan ekonomi global sebesar 5%. Dampaknya, 47,4% dari 1.105 perusahaan di Indonesia merugi secara ekonomi dan 52% pekerja global harus bekerja dari rumah selama pandemi Covid-19. Bahkan, lebih dari 6,40 juta karyawan harus terdampak pemutusan hubungan kerja. Sehingga, 54,8% pekerja di Indonesia merasa khawatir terkait dengan kondisi keuangan mereka selama pandemi Covid-19. Namun, dengan segala tekanan yang hadir selama pandemi Covid-19, para atasan atau supervisor banyak memanfaatkan Supervisor Bottom-Line Mentality guna meningkatkan keuntungan perusahaan. Bidang pemasaran kerap dijadikan ujung tombak perusahaan untuk mendatangkan keuntungan selama masa pandemi Covid-19. Akan tetapi, berfokus pada hasil akhir dapat menciptakan iklim kompetitif dalam perusahaan yang akan meningkatkan Perceived Competitive Climate. Di tengah segala ketidakpastian kondisi, karyawan akan melakukan segala cara untuk tetap bertahan di perusahaan, bahkan dapat melakukan tindakan tidak etis, namun menguntungkan perusahaan atau dikenal dengan Unethical Pro-Organizational Behavior. Kemudian, pelepasan moral atau Moral Disengagement dianggap sebagai pemoderasi lahirnya tindakan Unethical Pro-Organizational Behavior. Penelitian ini menggunakan pendekatan kuantitatif melalui metode survei berdasarkan purposive sampling. Data dari 135 responden yang bekerja di dibidang marketing diolah menggunakan SPSS dan SmartPLS melalui analisis statistik deskriptif dan SEM. Hasil dari penelitian ini menunjukkan bahwa hubungan Supervisor Bottom-Line Mentality dan Perceived Competitive Climate terhadap Unethical Pro-Organizational Behavior dimoderasi oleh Moral Disengagement tidak berpengaruh positif secara signifikan.

.....Since the presence of the Covid-19 pandemic, there have been various changes that have an impact on how a business is run. The Covid-19 pandemic caused the global economy to shrink by 5%. As a result, 47.4% of 1,105 companies in Indonesia lost economically and 52% of global workers had to work from home during the Covid-19 pandemic. In fact, more than 6.40 million employees have been affected by layoffs. Thus, 54.8% of workers in Indonesia are worried about their financial condition during the Covid-19 pandemic. However, with all the pressure that was present during the Covid-19 pandemic, supervisors or supervisors used the Supervisor Bottom-Line Mentality a lot to increase company profits. The marketing sector is often used as the spearhead of companies to bring in profits during the Covid-19 pandemic. However, focusing on the end result can create a competitive climate within the company that will enhance the Perceived Competitive Climate. In the midst of all uncertain conditions, employees will do everything they can to stay in the company, even taking unethical actions that benefit the company or known as Unethical Pro-Organizational Behavior. Then, moral disengagement or Moral Disengagement is considered as a moderator of the birth of Unethical Pro-Organizational Behavior. This research uses a quantitative

approach through a survey method based on purposive sampling. Data from 135 respondents who work in the field of marketing were processed using SPSS and SmartPLS through descriptive statistical analysis and SEM. The results of this study indicate that the relationship between Supervisor Bottom-Line Mentality and Perceived Competitive Climate on Unethical Pro-Organizational Behavior was moderated by Moral Disengagement has no significant positive effect.