

Anteseden Pembentuk Employee Engagement yang Dimediasi oleh Perceived Communication Satisfaction pada Organisasi Pemerintahan (Studi pada Badan Pengawas Obat dan Makanan) = Antecedents of Employee Engagement Mediated by Perceived Communication Satisfaction in Government Organizations (Studies on the Indonesian FDA)

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Abstrak

Penelitian ini bertujuan untuk menguji pengaruh dari anteseden-anteseden pada aspek komunikasi, seperti symmetrical communication, transparent communication, partisipasi pegawai, komunikasi informal, knowledge sharing, dan komunikasi melalui media sosial organisasi terhadap employee engagement yang dimediasi oleh perceived communication satisfaction di lingkungan organisasi pemerintah X. Survei dilakukan terhadap 108 pegawai dengan menyebarkan kuesioner melalui aplikasi perpesanan, yang bertujuan untuk menguji pengaruh dari keenam anteseden tersebut dengan employee engagement yang dimediasi oleh variabel perceived communication satisfaction. Dari hasil pengujian, diketahui bahwa symmetrical transparent communication, partisipasi pegawai, knowledge sharing dan komunikasi melalui media sosial organisasi berpengaruh secara positif terhadap perceived communication satisfaction, hanya komunikasi informal tidak memiliki pengaruh yang positif terhadap variabel tersebut. Hal ini menandakan bahwa kelima anteseden yang diajukan memberikan pengaruh terhadap kepuasan komunikasi di organisasi pemerintah X. Sementara itu, hasil yang bertolak belakang terlihat pada variabel employee engagement, dimana hanya komunikasi informal yang berpengaruh terhadap variabel tersebut, sehingga bisa disimpulkan bahwa pegawai di organisasi pemerintah X merasakan keterlibatan dengan organisasi akibat dari diterapkannya komunikasi informal di tempat kerja mereka.

.....This study aims to test the effect of antecedents on communication aspects, such as symmetrical communication, transparent communication, employee participation, informal communication, knowledge sharing, and communication through organizational social media on employee engagement which is mediated by perceived communication satisfaction in government organizations X. The survey was conducted on 108 employees by distributing questionnaires through messaging applications, which aims to test the influence of the six antecedents on employee engagement which is mediated by the perceived communication satisfaction variable. From the test results, it is known that symmetrical communication, transparent communication, employee participation, knowledge sharing, and communication through organizational social media positively affect perceived communication satisfaction. Only informal communication does not have a positive effect on this variable. This indicates that the five antecedents proposed have an influence on communication satisfaction in government organizations X. Meanwhile, contradictory results were seen in the employee engagement variable, where only informal communication had an effect on this variable so that it can be concluded that employees in government organization X feel involved with the organization as a result of implementing informal communication in their workplace.