

Pendekatan Identifikasi Sosial terhadap Identifikasi Organisasi sebagai Mediator Hubungan Dukungan Atasan dan Kinerja Account Representative BPJS Ketenagakerjaan = Social Identification Approach in Organizational Identification Mediating Perceived Supervisor Support and Account Representatives' Performance of BPJS Ketenagakerjaan

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Abstrak

Laporan BPJS Ketenagakerjaan menunjukkan realisasi pencapaian AR belum optimal dimana jumlah tenaga kerja aktif membayar premi hanya 25% dari total jumlah angkatan kerja di Indonesia (BPJS Ketenagakerjaan, 2022). Kazmi dan Javaid (2020) menemukan terdapat hubungan positif antara dukungan atasan yang dirasakan terhadap peningkatan kinerja dimediasi oleh identifikasi organisasi. Untuk mengetahui pengaruh dukungan atasan yang dirasakan terhadap kinerja Account Representative (AR) BPJS Ketenagakerjaan, penelitian dibagi menjadi dua studi kuantitatif. Studi pertama melihat peran mediasi identifikasi organisasi terhadap hubungan dukungan atasan yang dirasakan dan kinerja Account Representative pada 160 partisipan dengan menggunakan kuesioner. Pengolahan data studi pertama menggunakan Uji Mediasi Hayes dan Uji Korelasi Pearson. Hasil penelitian studi pertama menemukan peran identifikasi organisasi terhadap dukungan atasan yang dirasakan dan kinerja memiliki pengaruh partial mediation. Hal tersebut menunjukkan dukungan atasan yang dirasakan memiliki pengaruh signifikan terhadap kinerja karyawan meskipun tanpa mediasi identifikasi organisasi. Studi kedua dilakukan untuk melihat perubahan hubungan dukungan atasan yang dirasakan terhadap kinerja karyawan yang di mediasi oleh identifikasi organisasi dengan melakukan intervensi terhadap identifikasi organisasi. Intervensi pendekatan identifikasi sosial digunakan untuk melihat pengaruh dukungan atasan yang dirasakan dalam meningkatkan kinerja Account Representative BPJS Ketenagakerjaan dengan melibatkan 21 partisipan. Hasil penelitian kedua menunjukkan terdapat perubahan pengetahuan pada evaluasi pembelajaran, reaksi, dan perilaku pada evaluasi intervensi. Namun hasil analisa Uji T-Test Berpasangan Wilcoxon terhadap evaluasi pembelajaran menunjukkan pendekatan identifikasi sosial tidak berdampak signifikan pada hubungan dukungan atasan yang dirasakan dan kinerja Account Representative sebelum dan sesudah intervensi.

.....The latest report from BPJS Ketenagakerjaan indicates that the performance of the Account Representative has not been ideal: only 25% of Indonesia's total workforce are actively paying their premiums (BPJS Ketenagakerjaan, 2022). Kazmi and Javaid (2020) discovered a positive correlation between perceived supervisor support and performance improvement, which was mediated by organizational identification. To investigate the impact of perceived supervisor support on the performance of Account Representatives (AR) at BPJS Ketenagakerjaan, the research was divided into two quantitative studies. The first study examined the mediating role of organizational identification in the relationship between perceived supervisor support and the performance of Account Representatives, involving 160 participants who completed a questionnaire. Data from the first study was processed using Jamovi with Hayes Mediation Test and Pearson Correlation Test. The finding revealed that organizational identification

partially mediated the relationship between perceived supervisor support and performance, indicating that perceived supervisor support significantly influences employee performance, even in the absence of organizational identification mediation. The second study aimed to observe the change in the relationship between perceived supervisor support and employee performance, mediated by organizational identification, following an intervention targeting organizational identification. A social identification approach intervention was implemented to assess the impact of perceived supervisor support on enhancing the performance of Account Representatives at BPJS Ketenagakerjaan, involving 21 participants. The results of the second study indicated a shift in knowledge in learning assessment, reactions, and behavior in the intervention assessment. However, the paired Wilcoxon T-Test analysis of the learning assessment suggested that the social identification approach did not have a significant impact on the relationship between perceived supervisor support and the performance of Account Representatives before and after the intervention.