

Pengaruh Social Support Terhadap Employee Advocacy Behavior: Peran Mediasi Personal Resources Investment. Studi Empiris Pada Pekerja Kerah Putih Di Indonesia. = The effect of Social Support on Employee Advocacy Behavior: Mediator role of Personal Resources Investment. Case study on White Collar Workers in Indonesia

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Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh dari social support dalam organisasi yakni supervisor's support dan coworker's support terhadap employee advocacy behavior melalui mediasi dari personal resources investment yakni commitment, self efficacy, dan effort. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan Structural Equation Modeling (SEM) untuk memeriksa kecocokan keseluruhan model dan menguji kausalitas antar konstruk. Sejumlah 268 pekerja kerah putih di Indonesia berpartisipasi menjadi sampel penelitian. Hasil penelitian ini mengungkapkan bahwa supervisor's support dan coworker's support memiliki pengaruh tidak langsung terhadap employee advocacy behavior melalui commitment dan self efficacy. Namun, effort tidak memiliki pengaruh langsung yang signifikan terhadap employee advocacy behavior, sehingga effort tidak memediasi pengaruh supervisor's support dan coworker's support terhadap employee advocacy behavior. Studi ini menunjukkan bahwa social support saja tidak cukup untuk mendorong pekerja kerah putih untuk berpartisipasi dalam employee advocacy behavior. Pekerja perlu memiliki commitment dan self efficacy sebagai bekal dari dalam diri sendiri untuk termotivasi dalam melakukan employee advocacy behavior. Maka dari itu, organisasi perlu menciptakan lingkungan yang mendorong dukungan sosial serta memperlengkapi anggotanya agar memiliki efikasi diri dan komitmen yang tinggi untuk mendorong perilaku advokasi pekerja.

..... The aim of this study is to examine the effect of social support in organization, that is supervisor's support and coworker's support, on employee advocacy behavior via mediation role of personal resources which are commitment, self efficacy, and effort. Data were collected through an online questionnaire and analyzed using Structural Equation Modeling (SEM) to test the overall fitness of model and causality between each construct. A total of 268 white collar workers in Indonesia participated this research as sample. The result of this study revealed that supervisor's support and coworker's support have indirect effects on employee advocacy behavior via the mediation of commitment and self efficacy. It is also shown that effort doesn't have an impact on employee advocacy behavior, hence its' role as mediator between social support and employee advocacy behavior is not proven. This study indicated that social support is not enough to push white collar workers to participate in advocacy behaviors. Employees also need to have commitment and self efficacy as their resource to motivate them to advocate for organization. As a result, organization needs to create a working environment that encourages social support and equips its members to have self efficacy & high commitment to further boost employee advocacy behavior.