

Analisis Employee Value Proposition pada Badan Penanggulangan Bencana Daerah (BPBD) Provinsi DKI Jakarta = Employee Value Proposition Analysis at the Regional Disaster Management Agency (BPBD) of DKI Jakarta Province

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Abstrak

Penelitian ini bertujuan untuk menganalisis Employee Value Proposition (EVP) di BPBD Provinsi DKI Jakarta berdasarkan perspektif pegawai. EVP dievaluasi melalui delapan dimensi yang dikembangkan oleh Bronlet et al. (2024), yaitu salary, benefits, career opportunities, working environment, support of colleagues, support of management, job latitude, dan purpose. Penelitian ini menggunakan metode campuran dengan pengumpulan data melalui kuesioner dan wawancara. Hasil penelitian menunjukkan bahwa EVP di BPBD DKI Jakarta telah memenuhi seluruh dimensi sesuai dengan teori Bronlet et al. (2024). Hal ini mencerminkan keberhasilan organisasi dalam menerapkan EVP yang komprehensif sesuai dengan kebutuhan pegawai di sektor publik. Penelitian ini menegaskan pentingnya mempertimbangkan keseimbangan antara motivasi intrinsik dan ekstrinsik untuk menciptakan lingkungan kerja yang mendukung sekaligus meningkatkan retensi pegawai. Penelitian ini berkontribusi pada pengembangan konsep EVP di sektor publik yang masih jarang diteliti. Temuan ini memberikan rekomendasi strategis, seperti penguatan program pelatihan berjenjang untuk mendukung pengembangan karir, peningkatan layanan kesehatan mental, serta perbaikan sistem promosi yang lebih inklusif. Selain itu, penelitian ini juga membuka peluang bagi studi lanjutan untuk mengeksplorasi hubungan antara EVP dan kinerja organisasi, khususnya dalam sektor publik dengan konteks kebencanaan.

.....This study aims to analyze the Employee Value Proposition (EVP) at the Regional Disaster Management Agency (BPBD) of DKI Jakarta Province from the employees' perspective. EVP was evaluated through eight dimensions developed by Bronlet et al. (2024), namely salary, benefits, career opportunities, working environment, support of colleagues, support of management, job latitude, and purpose. This study employed a mixed-method approach by collecting data through questionnaires and interviews. The findings indicate that the EVP at BPBD DKI Jakarta has fulfilled all dimensions in accordance with the framework proposed by Bronlet et al. (2024). This reflects the organization's success in implementing a comprehensive EVP that aligns with the needs of employees in the public sector. The study emphasizes the importance of balancing intrinsic and extrinsic motivation to create a supportive work environment while enhancing employee retention. This study contributes to the development of the EVP concept in the public sector, which remains underexplored. The findings provide strategic recommendations, such as strengthening tiered training programs to support career development, improving mental health services, and refining a more inclusive promotion system. Additionally, this research opens opportunities for further studies to explore the relationship between EVP and organizational performance, particularly in the public sector within disaster management contexts.