

Peran Persepsi Dukungan Organisasi dalam Komitmen Organisasi pada Karyawan Generasi Z = The Role of Perceived Organization Support in Organizational Commitment among Generation Z Employee

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Abstrak

Penelitian ini menganalisis peran Persepsi Dukungan Organisasi dalam Komitmen Organisasi pada karyawan Generasi Z. Partisipan penelitian berjumlah 162 karyawan Generasi Z berusia 18–30 tahun, mayoritas perempuan, belum menikah, dan berpendidikan S1. Metode penelitian yang digunakan adalah kuantitatif non-eksperimental dengan analisis regresi. Komitmen Organisasi diukur dengan menggunakan Organizational Commitment Questionnaire (OCQ) dan Persepsi Dukungan Organisasi diukur menggunakan Survey of Perceived Organizational Support (SPOS). Hasil analisis regresi linear sederhana menunjukkan bahwa Persepsi Dukungan Organisasi berperan secara positif dan signifikan dalam Komitmen Organisasi secara keseluruhan, maupun pada komponen Komitmen Afektif, Komitmen Berkelanjutan, dan Komitmen Normatif. Temuan ini mengindikasikan bahwa semakin tinggi dukungan yang dirasakan karyawan Generasi Z, semakin tinggi pula komitmen mereka terhadap organisasi. Implikasi penelitian ini mendukung strategi organisasi dalam meningkatkan komitmen Generasi Z melalui dukungan yang relevan dengan nilai-nilai mereka.

.....This study analyzes the role of Perceived Organizational Support in Organizational Commitment of Generation Z employees. The research participants were 162 Generation Z employees aged 18–30 years, mostly female, unmarried, and with a bachelor's degree. The research method used was non-experimental quantitative with regression analysis. Organizational Commitment was measured using the Organizational Commitment Questionnaire (OCQ) and Perceived Organizational Support was measured using the Survey of Perceived Organizational Support (SPOS). The results of a simple linear regression analysis showed that Perceived Organizational Support had a positive and significant role in overall Organizational Commitment, as well as in the components of Affective Commitment, Continuance Commitment, and Normative Commitment. This finding indicates that the higher the support perceived by Generation Z employees, the higher their commitment to the organization. The implications of this study support organizational strategies in increasing Generation Z commitment through support that is relevant to their values.