

# Pengaruh kepemimpinan otentik authentic leadership dan budaya organisasi terhadap employee value proposition studi kasus di putera sampoerna foundation = The influence of the authentic leadership and the organizational culture on employee value proposition case study in putera sampoerna foundation

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## Abstrak

Employee Value Proposition (EVP) merupakan salah satu faktor yang penting dalam menarik minat calon karyawan dan mempertahankan karyawan dalam suatu perusahaan atau organisasi. Sejalan dengan hal tersebut, penelitian ini bertujuan untuk meneliti mengenai dua faktor yang mempengaruhi EVP yaitu kepemimpinan otentik dan budaya organisasi. Penelitian ini dilakukan di Putera Sampoerna Foundation, sebuah organisasi sosial bisnis yang menyediakan bantuan kepada orang-orang yang tidak mampu. Sebanyak tiga ratus sebelas kuesioner disebarkan kepada karyawan dengan jabatan staff, officer, dan manager, kemudian terdapat seratus delapan puluh empat kuesioner yang dapat diolah.

Hasil penelitian menunjukkan bahwa dimensi kepemimpinan otentik, self-awareness berpengaruh positif dan signifikan terhadap dimensi EVP, supervisor-respect and integrity; dimensi kepemimpinan otentik, relational transparency berpengaruh positif dan signifikan terhadap dimensi EVP, supervisor-performance management, supervisor-respect and integrity, supervisor-result focus, dan senior leadership; dimensi kepemimpinan otentik, internalized moral perspective berpengaruh positif dan signifikan terhadap supervisor-performance management, supervisor-respect and integrity, supervisor-result focus, dan senior leadership; dimensi kepemimpinan otentik, balanced processing berpengaruh positif dan signifikan terhadap dimensi EVP, supervisor-performance management, supervisor-respect and integrity, supervisor-result focus, dan senior leadership; dimensi budaya organisasi, involvement berpengaruh positif dan signifikan terhadap dimensi EVP, compensation and bonus, learning and development, dan pay for performance; dimensi budaya organisasi, consistency berpengaruh positif dan signifikan terhadap dimensi EVP day to day work, goals and objectives, dan health benefit; dimensi budaya organisasi, adaptability berpengaruh positif dan signifikan terhadap dimensi EVP, supervisor-performance management dan supervisor-result focus; dimensi budaya organisasi, serta mission berpengaruh positif dan signifikan terhadap dimensi EVP, day to day work, goals and objectives, supervisor-respect and integrity, supervisor-result focus, senior leadership, dan learning and development. Penelitian ini juga membahas tentang implikasi (saran) dan keterbatasan penelitian.

<hr><i>Employee Value Proposition (EVP) is an important factor to attract the potential employees and retain the qualified employees. Correspondingly, this study was to examine two drivers of EVP. They were authentic leadership and organization culture. This study was conducted at Putera Sampoerna Foundation, a social business organization that mainly provides assistance for under privileged people. Three hundreds and eleven questionnaires were distributed to staffs, officers and managers, and one hundred and eighty four questionnaires were analyzed.

The study found that self-awareness dimension of authentic leadership may positively affect supervisor-respect and integrity dimension of EVP, relational transparency dimension of authentic leadership may

positively affect supervisor-performance management, supervisor-respect and integrity, supervisor-result focus, and senior leadership dimensions of EVP, internalized moral perspective dimension of authentic leadership may positively affect supervisor-performance management, supervisor-respect and integrity, supervisor-result focus, and senior leadership dimensions of EVP, balanced processing dimension of authentic leadership may positively affect supervisor-performance management, supervisor-respect and integrity, supervisor-result focus, and senior leadership dimensions of EVP, involvement dimension of organizational culture may positively affect compensation and bonus, learning and development, and pay for performance dimensions of EVP, consistency dimension of organizational culture may positively affect day to day work, goals and objectives, and health benefit dimensions of EVP, adaptability dimension of organizational culture may positively affect supervisor-performance management and supervisor-result focus dimensions of EVP, mission dimension of organizational culture may positively affect day to day work, goals and objectives, supervisor-respect and integrity, supervisor-result focus, senior leadership, and learning and development dimensions of EVP. Implications and limitations of the study were also discussed.