

Revisi matrik ipa importance performance analysis matrix berdasarkan pola hubungan asimetris antara tingkat kinerja atribut terhadap kepuasan kerja secara keseluruhan (studi kasus perusahaan Asuransi Sosial Indonesia) = Revisiting ipa matrix importance performance analysis matrix based on asymmetric relationship between level of attributes performance and overall job satisfaction (case study Indonesia Social Insurance Company)

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Abstrak

[ABSTRAK

Matrik IPA (importance performance analysis matrix) merupakan alat diagnosis yang sangat populer untuk menentukan prioritas program dan strategi pengelolaan sumber daya manusia. Meskipun matrik IPA ini banyak digunakan secara luas, beberapa penelitian sebelumnya telah berhasil mengidentifikasi kelemahannya baik dari sisi konseptual maupun dari sisi teknis. Hal yang paling krusial adalah temuan mengenai adanya adanya hubungan asimetris antara kinerja atribut dan kepuasan kerja secara keseluruhan. Matrik IPA mengabaikan adanya fenomena ini, sehingga penggunaan matrik IPA dalam survei kepuasan kerja sangat memungkinkan mengakibatkan keputusan yang tidak tepat mengenai atribut mana yang perlu diperhatikan dan ditingkatkan kinerjanya guna meningkatkan kepuasan secara keseluruhan. Lebih lanjut, akibat dari keterbatasan tersebut dapat mengakibatkan bahaya yang serius berupa misalokasi sumber daya. Berdasarkan temuan mengenai pola hubungan asimetris tersebut, tesis ini ditujukan untuk menawarkan model pengembangan model revisi matrik IPA (matrik IPM) berdasarkan teori Kano Model dan Three Factor Theory. Hasil uji hipotesis menunjukkan bahwa pola hubungan asimetris antara tingkat kinerja atribut dan kepuasan kerja secara keseluruhan dapat diterima. Lebih lanjut, uji model diagnosis berhasil menunjukkan bahwa matrik IPM merupakan model yang lebih baik dibandingkan dengan matrik IPA sebagai alat analisis dalam strategi peningkatan kinerja atribut dan alokasi sumber daya di dalam menunjang kepuasan kerja pegawai

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ABSTRACT

Importance performance analysis matrix (IPA Matrix) is a popular diagnostic tool to identify priority of employee management programs and strategy. Despite the widespread use of IPA, previous studies have identifies specific deficiencies of this model, conceptually or technically. The crucial things is evidence of asymmetric relationship between attributes performance and overall job satisfaction. IPA matrix ignore this issue, so the use of IPA matrix on the job satisfaction survey potentially causing mislead decisions about which performance of attributes need to be improved and give more attention. Furthermore, limitation of IPA matrix, consequently causing serious negative effect on resource allocations. Based on evidence of those asymmetric relationship, this thesis try to propose revised model of IPA matrix (IPM matrix) based on Kano Model Theory and Three Factor Theory. Hypothesize test show that asymmetric relationship between attributes performance and overall job satisfaction can be accepted. Furthermore, diagnostic model test show that IPM matrix perform better than IPA matrix as analytic tool on develop improvement attributes

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