Pengaruh authentic leadership dan corporate culture terhadap employee engagement studi kasus PT BRI = Authentic leadership and corporate culture influence on employee engagement case study PT BRI

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Abstrak

[ABSTRAK
Penelitian ini bertujuan untuk menganalisis pengaruh dari authentic leadership dan corporate culture terhadap employee engagement di PT. BRL. Penelitian ini melakukan studi pengaruh dimensi authentic leadership sesuai dengan Authentic Leadership Inventory yang terdiri dari 4 dimensi, yaitu: self awareness, relational transparency, internalized moral perspective, dan balance processing serta dimensi corporate culture sesuai dengan Denison Organizational Culture Model yang terdiri dari 4 dimensi, yaitu: adaptability, mission, consistency, dan involvement terhadap dimensi Saks Employee Engagement yang terdiri dari 2 dimensi yaitu: job engagement dan organization engagement. Periode observasi yang digunakan pada penelitian ini mulai September 2013 hingga Mei 2014. Pengumpulan data menggunakan kuesioner yang diberikan kepada Karyawan PT. BRL. Hasil dari penelitian ini menunjukkan bahwa semua dimensi authentic leadership dan corporate culture (self awareness, relational transparency, internalized moral perspective, balanced processing, involvement, consistency, adaptability, mission) secara bersama-sama memiliki pengaruh signifikan positif terhadap dimensi job engagement dan organization engagement
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ABSTRACT
This study aims to analyze the influence of authentic leadership and corporate culture on employee engagement in PT. BRL. This research is to study the influence of the dimensions of authentic leadership, in accordance with the Authentic Leadership Inventory consisting of four dimensions, namely: selfawareness, relational transparency, internalized moral perspective, and balance processing as well as the dimensions of corporate culture according to The Denison Organizational Culture Models consisting of four dimensions, namely: adaptability, mission, consistency, and involvement on the dimensions of employee engagement by Saks consisting of two dimensions: job engagement and organization engagement . Observation period used in this study are from September 2013 to May 2014. The data was collected using questionnaires given to employees of PT. BRL. The results of this study indicate that all dimensions of authentic leadership and corporate culture (self-awareness, relational transparency, internalized moral perspective, balanced processing, involvement, consistency, adaptability, mission) have a significant positive influence on the

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