

Organizational change : pengaruh corporate culture dan effective communication pada perilaku readiness to change pengemudi Taksi Blue Bird, serta peran moderasi trust kepada middle manager, ditengah perusahaan mengimplementasikan teknologi informasi = Organizational change : the role of corporate culture and effective communication in readiness to change behaviour of Blue Bird drivers, and the moderating role of trust in middle manager, during the company deploys information technology

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Abstrak

[ABSTRAK

Tesis ini bertujuan menguji secara empiris pada sebuah konteks spesifik yakni perusahaan transportasi terbesar di Indonesia, PT. Blue Bird, mengenai hubungan faktor-faktor dalam organizational change, yakni corporate culture, melalui dimensi adaptability dan involvement, faktor trust kepada atasan (middle manager) serta effective communication selama proses perubahan terjadi, terhadap individual readiness to change. Sebanyak 389 kuesioner telah disebar ke pengemudi taksi di perusahaan ini. Kuesioner yang diadopsi dari penelitian sebelumnya oleh Khan (2011) dan Harp (2011), berisikan 30 pertanyaan. Metode analisa data menggunakan teknik Multivariate Structural Equation Modelling (SEM) PLS. Untuk uji validitas dan reliabilitas penulis menggunakan SPSS 22. Hasil penelitian menunjukkan pengaruh beberapa variabel diatas tidak signifikan terhadap individual readiness to change.

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ABSTRACT

This thesis is aimed to test empirically in a specific context, a leading passenger transportation company in Indonesia, PT. Blue Bird, on the correlation between organizational factors such as corporate culture, through its dimensions (adaptability and involvement), trust in middle manager and effective communication during the change process, and individual readiness to change. There have been 389 questionnaire distributed to Blue bird drivers. This questionnaire, adopted from the previous research conducted by Khan (2011) and Harp (2011), consists of 30 questions. The data analysis use the Multivariate, Structural Equation Modelling (SEM) PLS. In term of the validity and reliability, author utilise SPSS 22. The output of the research shows that the influence of some variables mentioned above has no significant impact to the individual readiness to change.;This thesis is aimed to test empirically in a specific context, a leading passenger transportation company in Indonesia, PT. Blue Bird, on the correlation between organizational factors such as corporate culture, through its dimensions (adaptability and involvement), trust in middle manager and effective communication during the change process, and individual readiness to change. There have been 389 questionnaire distributed to Blue bird drivers. This questionnaire, adopted from the previous research conducted by Khan (2011) and Harp (2011), consists of 30 questions. The data analysis use the Multivariate, Structural Equation Modelling (SEM) PLS. In term of the validity and reliability, author utilise SPSS 22. The output of the research shows that the influence of some variables mentioned above has no significant impact to the individual readiness to change., This thesis is aimed to test

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