

Analisis pengaruh persepsi karyawan atas aktivitas employee voice terhadap tingkat employee engagement pada unit usaha penyiaran radio PT Mahaka Media Tbk = The effect of perceptions of voice behavior to employee engagement in radio broadcasting business units PT Mahaka Media Tbk

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Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh dari persepsi karyawan atas aktivitas employee voice terhadap tingkat employee engagement melalui peran mediasi trust in senior manager dan employee-line manager relationships pada unit usaha penyiaran radio swasta satu perusahaan. Data penelitian ini diambil dari 116 sampel karyawan dengan menggunakan kuesioner. Melalui metode Structural Equation Modelling, hasil dari penelitian menunjukkan bahwa persepsi karyawan atas aktivitas employee voice memiliki pengaruh positif terhadap tingkat employee engagement tanpa melalui peran mediasi trust in senior manager dan employee-line manager relationships.

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The aim of the research is to study direct and indirect effect of perceptions of voice behavior and employee engagement through trust in senior manager and employee-line manager relationships. The data were collected from 116 samples of employee who work in radio broadcasting company. By Structural Equation Modelling method, this research found the perceptions of voice behavior to have a direct impact levels of employee engagement. Analysis of data confirms that the direct connection between perceptions of voice behavior and engagement is not mediated by both employee trust in senior management and the employee-line manager relationships.