

Analisis pengaruh employee brand commitment dan employee brand trust terhadap brand citizenship behavior pada pramugara dan pramugari tahun 2015: studi kasus PT X = The effect of employee brand commitment and employee brand trust toward brand citizenship behavior flight attendants: study case PT X

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Abstrak

[Penelitian ini berisi tentang pengaruh dari employee brand trust dan employee brand commitment terhadap brand citizenship behavior. Hipotesis yang diuji menggunakan data yang diambil dari 151 orang pramugari dan pramugara pada sebuah perusahaan BUMN yang bergerak di bidang penerbangan melalui survei online dan survei secara langsung. Dengan menggunakan structural equation modeling, hasil yang didapat adalah berpengaruhnya secara positif employee brand trust terhadap employee brand commitment begitu pula terhadap brand citizenship behavior. Pengaruh mediasi employee brand commitment terhadap employee brand trust dan brand citizenship behavior juga terbukti dalam penelitian ini.

.....This study contains the influence of employee brand trust and employee commitment to the brand brand citizenship behavior. The hypothesis was tested using data taken from the 151 flight attendants at a state-owned company engaged in the field of aviation through online surveys and direct survey. By using structural equation modeling, the results obtained are positively influential brand trust employee on employee commitment, so did the brand to brand citizenship behavior. Mediating influence on employee commitment, employee brand brand trust and brand citizenship behavior is also evident in this study., This study contains the influence of employee brand trust and employee commitment to the brand brand citizenship behavior. The hypothesis was tested using data taken from the 151 flight attendants at a state-owned company engaged in the field of aviation through online surveys and direct survey. By using structural equation modeling, the results obtained are positively influential brand trust employee on employee commitment, so did the brand to brand citizenship behavior. Mediating influence on employee commitment, employee brand brand trust and brand citizenship behavior is also evident in this study.]