

Hubungan antara hope dan readiness for change pada karyawan industri kreatif = The correlation between hope and readiness for change among creative industry employees

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Abstrak

Kondisi dunia usaha yang dinamis menyebabkan perusahaan industri kreatif perlu terus berubah, dan karyawan sebagai pelaksana perubahan harus selalu siap menjalankannya. Penelitian ini melihat hubungan antara hope dan readiness for change pada karyawan industri kreatif. 106 orang responden mengisi alat ukur Readiness for Change oleh Hanpachern (1997) dan State Hope Scale oleh Snyder (1996). Hasil analisis pearson correlation menunjukkan hubungan positif signifikan antara hope dan readiness for change pada karyawan industri kreatif ($r=0,411$, $p<0,01$, two-tailed). Perusahaan dapat mempersiapkan karyawan menghadapi perubahan dengan meningkatkan hope, karena karyawan yang memiliki hope mampu membuat strategi baru untuk tetap mencapai tujuan.

<hr>The dynamic condition of business world caused creative industry companies had to make change and employees as the executer of change had to always be ready to carry it out. This research aimed to identify the relationship between hope and readiness for change in creative industry employees. 106 employees from creative industry companies filled Readiness for Change questionnaire developed by Hanpachern (1997) and State Hope Scale by Snyder (1996). The result of pearson correlation analysis showed that there was a significant positive relationship between hope and readiness for change in creative industry employees ($r=.411$, $p<.01$, two-tailed). Companies could prepare employees readiness for change by developing hope, since employees with hope were able to create new strategies to remain achieving goals.