

Pengaruh dimensi kepuasan komunikasi terhadap dimensi komitmen organisasi pasca downsizing = The effect of communication satisfaction s dimensions on organizational commitment s dimensions post downsizing

Margaretha Kurnia Putri, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20423253&lokasi=lokal>

Abstrak

ABSTRAK

Penelitian ini dilakukan untuk melihat efektivitas upaya komunikasi yang dilakukan oleh Perusahaan dalam mempertahankan komitmen organisasi survivor untuk membantu Perusahaan dalam mencapai target baru pasca downsizing. Pengumpulan data dilakukan pada November 2015 dengan menyebarkan kuesioner kepada karyawan divisi Collection di salah satu perusahaan pembiayaan barang konsumsi ternama di Indonesia, yang mengalami downsizing sejak Desember 2014. Alat ukur pada penelitian ini menggunakan Communication Satisfaction Questionnaire dan Organizational Commitment Survey. Hasilnya, tiga dimensi Kepuasan Komunikasi berpengaruh secara positif terhadap Affective OC dan dua dimensi dari Kepuasan komunikasi yang berpengaruh secara positif terhadap Normative OC.

ABSTRACT

This research was conducted to determine the effectiveness of communication efforts undertaken by the Company in maintaining survivor's organizational commitment, to help the Company in achieving new target after downsizing has taken place. Data were collected in November 2015, by distributing the questionnaire to Collection Division employees at one of the well-known consumer goods financing company at Indonesia, which has been downsize since December 2014. This research used Communication Satisfaction Questionnaire and Organizational Commitment Survey. The result showed that three Communication Satisfaction's dimensions had positive effect on Affective OC and two dimensions of Communication Satisfaction had positive effect on Normative OC.