

Pengukuran employee job satisfaction pada professional service firm menggunakan pendekatan Herzberg's two factors theory = Employee job satisfaction measurement in professional service firm using Herzberg's two factors theory

Shafira Alyssa Leadi, author

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Abstrak

ABSTRAK

Tingkat pertumbuhan industri di Indonesia yang cenderung tinggi menuntut setiap industri untuk memiliki performa yang baik sehingga mampu bersaing secara kompetitif. Performa perusahaan yang baik dipengaruhi oleh produktivitas pekerja yang dipengaruhi oleh tingkat Job Satisfaction yang dimiliki oleh setiap pegawai. Secara langsung maupun tidak langsung Job Satisfaction dapat mempengaruhi banyak aspek bagi suatu perusahaan termasuk Customer Satisfaction yang merupakan fokus utama bagi perusahaan yang bergerak di bidang service. Ada banyak teori yang mendukung mengenai pentingnya meningkatkan Job Satisfaction bagi suatu perusahaan. Salah satunya Herzberg's Two Factors Theory yang menekankan bahwa terdapat 2 faktor utama yang dapat mempengaruhi Job Satisfaction pegawai yaitu Motivators dan Hygiene Factors. Pada penelitian ini, penulis melakukan pengujian Herzberg's Two Factors Theory pada salah satu Professional Service Firm di Indonesia. Penelitian ini melakukan pengujian terhadap 156 responden melalui kuesioner Job Descriptive Index dan kuesioner berlandaskan Herzberg's Two Factors Theory. Penelitian ini bertujuan untuk mengukur tingkat Job Satisfaction pegawai dan mencari faktor dominan yang mempengaruhi Job Satisfaction pegawai. Setelah itu penelitian ini juga dilanjutkan dengan perancangan strategi menggunakan System Analysis Tools (SAT) guna meningkatkan Job Satisfaction pegawai di Professional Service Firm tersebut.

ABSTRACT

The growth rate of Industries in Indonesia has grown so significance that made this country has to increase its industrial performance that influence industrial competitiveness. Industrial performance influenced by workers' productivity. Many aspects that influence workers' productivity organization commitment, work engagement and Job Satisfaction. Job Satisfaction has a big impact for a company especially for service company since Job Satisfaction affects Customer Satisfaction. There are many theories that support the importance of improve Job Satisfaction for company. Herzberg's Two Factors theory explained about the factors that affecting Employee Job Satisfaction. They are Motivator Factors and Hygiene Factors. This research examined Herzberg's Two Factors Theory in Professional Service Firm in Indonesia. There are about 156 respondents that participate in this research. The dominant factors were found through Job Descriptive Index and questionnaire that related with Herzberg's Two Factors Theory were used in this research. At the end, based on the results, researchers was trying to make a strategy to improve Job Satisfaction Level in Professional Service Firm