

Analisis pengaruh komitmen manajemen dalam pemasaran internal dan komunikasi internal perusahaan terhadap employee engagement: studi kasus PT. XYZ = Effect of management commitment to internal marketing and internal communication on employee engagement: case study PT. XYZ

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Abstrak

Penelitian ini menguji pengaruh dari komitmen manajemen dalam pemasaran internal dan employee engagement melalui komunikasi internal. Data dikumpulkan dari 135 karyawan full time di PT XYZ, Tbk Indonesia. Hasil dari structural equation modeling memperlihatkan bahwa komitmen manajemen dalam pemasaran internal berpengaruh positif dengan komunikasi internal formal. Komunikasi internal formal didukung oleh komunikasi internal informal. Lebih dari itu, internal marketing, komunikasi internal formal dan komunikasi internal informal mempengaruhi employee engagement. Penelitian ini berkontribusi memberikan pemahaman tentang komitmen manajemen dalam pemasaran internal di perusahaan sektor manufaktur.

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The present study examines the effect of management commitment to internal marketing on employee engagement through internal communications. Data were collected from 135 full-time employees of PT XYZ, Tbk in Indonesia. The results of structural equation modeling showed management commitment to internal marketing effect to internal formal communication and formal internal communication is facilitated informal internal communication. Moreover, management commitment to internal marketing, formal internal communication and informal internal communication affected employee engagement. The current study contributes to a deeper understanding of the management commitment to internal marketing in the company in manufacture sector.