Analisis hubungan kecocokan karyawan dengan pekerjaan dan organisasi terhadap identifikasi organisasi serta pengaruhnya pada employee-customer identification: studi pada perawat di Sukabumi = The relationship analysis of employees job and organization's fit to organizational identification and the impact for employee customer identification: study on nurses in Sukabumi

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Abstrak

ABSTRAK<>br>
Penelitian ini bertujuan untuk mengetahui pengaruh person-job fit dan person-organization fit terhadap employee-customer identification yang dimediasi oleh organizational identification pada perawat di Sukabumi, Jawa Barat dengan jumlah sampel 157 orang. Penelitian ini merupakan penelitian metode kuantitatif dengan desain deskriptif serta menggunakan teknik structural equation modeling SEM yang diolah menggunaka Lisrel 8.51. Hasil penelitian ini menunjukan bahwa person-job fit pada perawat di Sukabumi tidak terbukti mempengaruhi employee-customer identification secara langsung tetapi dimediasi terlebhi dahulu oleh organizational identification. Sedangkan person-organization terbukti memiliki hubungan dengan employee-customer identification baik secara langsung maupun ketika dimediasi oleh organizational identification.

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ABSTRACT
This research aims to identify the effect of person job fit and person organization fit to employee customer identification, through organizational identification as a mediator, to nurses in Sukabumi, West Java with 157 participants as the research sample. The present research used quantitative method with descriptive design, and employed a structural equation modelling SEM technique using Lisrel 8.51 program. The results showed that the employee customer identification of nurses in Sukabumi is not affected by person job fit directly, but mediated first by the organizational identification. Meanwhile, the person organization fit give a positive impact to employee customer identification both directly and indirectly through organizational identification as a mediator.