

Pengaruh perceived ethical leadership terhadap perilaku kerja inovatif yang dimediasi oleh work engagement karyawan sales-marketing = effect of perceived ethical leadership on innovative work behavior mediated by employees work engagement on sales marketing peoples

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Abstrak

ABSTRAK

Penelitian ini bertujuan untuk mengetahui dampak dari persepsi ethical leadership terhadap perilaku organisasi para bawahannya. Perilaku organisasi yang hendak diukur adalah work engagement dan perilaku kerja inovatif dari karyawan. Penelitian ini menggunakan model mediasi sederhana. Alat ukur yang digunakan dalam penelitian ini dibagi dalam dua tahap untuk mengatasi common method bias. Tahap satu terdiri dari 27 aitem untuk gabungan aitem IV dan mediator. Tahap dua sebanyak sembilan aitem untuk DV. Responden dalam penelitian ini berjumlah 91 orang yang bekerja sebagai sales/marketing dari berbagai perusahaan. Berdasarkan hasil analisa yang dilakukan, ditemukan persepsi ethical leadership berpengaruh positif signifikan terhadap work engagement dan work engagement berpengaruh positif signifikan terhadap perilaku kerja inovatif. Melalui analisa mediasi Hayes dan Sobel's test ditemukan bahwa work engagement memiliki peran dalam memediasi hubungan antara persepsi ethical leadership dengan perilaku kerja inovatif karyawan.

ABSTRACT

This research aimed to find out the effect of perceived ethical leadership on the employees organizational behavior. Employees organizational behaviors which were measured in this research were work engagement and work innovative behavior. This research used simple mediation model. The questionnaires used in this research were split into two stages. The first stage contained 27 items for predictor and mediator variable. The second stage contained nine items for the outcome variable. There were 91 sales marketing peoples from different organizations included in this research as respondents. The result showed that perceived ethical leadership is indeed having a positive significant effect on work engagement and work engagement also has a positive significant effect on innovative work behavior. Through Hayes mediation analysis and Sobel's test, researcher found that there is a positive significant effect from perceived ethical leadership on innovative work behavior through the mediation of work engagement.