

Hubungan antara contingent reward behavior dengan leader-member exchange : coaching sebagai intervensi untuk meningkatkan leader's contingent reward behavior = Relationship between contingent reward behavior and leader member exchange coaching as intervention to increase sales leader's contingent reward behavior

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20454759&lokasi=lokal>

Abstrak

Penelitian ini berfokus untuk mengetahui hubungan contingent reward behavior terhadap hubungan atasan bawahan pada karyawan tenaga penjual FMCG. Instrumen pada penelitian ini menggunakan kuesioner leader-member exchange 2008 , dan kuesioner contingent reward behavior yang diisi oleh tenaga penjual. Hasil uji yang dilakukan kepada 37 responden menunjukkan terdapat hubungan yang signifikan antara contingent reward behavior dengan leader-member exchange. Berdasarkan hasil tersebut peneliti memfokuskan penelitian pada satu divisi di departemen penjualan yang memiliki leader-member exchange yang rendah dengan memberikan intervensi dalam bentuk coaching pada atasan. Hasil uji signifikansi perbedaan pre dan post test, menggunakan Wilcoxon signed Ranks Test menunjukkan bahwa intervensi yang diberikan berhasil meningkatkan contingent reward behavior dan berhasil menaikkan leader-member exchange. <hr />This study focused on understanding the relationship between contingent reward behavior and subordinate employees rsquo work practices in a fast moving consumergoods company. The study used the leader ndash member exchange questionnaire 2008 and the contingent reward behavior questionnaire 1984 . The results of the tests,which were conducted on 37 salespeople, showed a significant relationship betweencontingent reward behavior and leader ndash member exchange. Based on these results,researchers focused on one division in a sales department that had low leader ndash member exchange, providing intervention in the form of coaching for thesupervisor. Using the Wilcoxon signed ranks test, the difference in results betweenthe pre ndash post test indicated that the intervention provided improved contingentreward behavior and increased leader ndash member exchange.