

Pengaruh occupational calling dan perceived external prestige terhadap komitmen afektif pekerja media = The influence of occupational calling and perceived external prestige towards affective commitment of media worker

Mutmainah Jatiriani, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20456516&lokasi=lokal>

Abstrak

ABSTRAK

Penelitian ini bertujuan untuk melihat pengaruh occupational calling dan PEP terhadap kerja komitmen afektif pekerja media. Terdapat 103 orang pekerja media dari berbagai jenis media seperti TV, radio, cetak dan online yang menjadi responden penelitian. Pada penelitian ini, komitmen afektif diukur menggunakan Affective Commitment Scale versi yang sudah direvisi, occupational calling diukur dengan Answered Occupational Calling Scale, dan PEP diukur dengan menggunakan Perceived External Prestige Scale. Hasil penelitian ini menunjukkan bahwa occupational calling $B = .41$, $SE = .05$, p

ABSTRACT

This study aimed to examine the influence of occupational calling and PEP towards media workers rsquo affective commitment. There were 103 media workers from various types of media like TV, radio, print and online who participated in this study. In this study, affective commitment was measured using Affective Commitment Scale revised version, occupational calling was measured using Answered Occupational Scale, and PEP was measured using Perceived External Prestige scale. The result of this study showed a positive and significant influence both on occupational calling $B = .41$, $SE = .05$,