

# Pengaruh Human Resource Management Practices terhadap Service Behaviors yang dimediasi oleh Work Engagement dan dimoderasi oleh HRM System Strength dan Public Service Motivation = The Influence of Human Resource Management Practices to Service Behaviors Mediated by Work Engagement and Moderated by HRM System Strength and Public Service Motivation / Rikda Rindiantika

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## Abstrak

Organisasi layanan publik dituntut untuk memberikan layanan terbaik kepada masyarakat. Tingkat kepuasan pelanggan telah menjadi salah satu indikator penting bagi keberhasilan organisasi. Dalam organisasi layanan publik di mana layanan adalah produk yang ditawarkan, interaksi antara penyedia layanan dan pelanggan menjadi titik penting dalam proses memenuhi kebutuhan pelanggan. Kemampuan organisasi untuk menjalankan praktik manajemen sumber daya manusia yang dapat menciptakan perilaku layanan yang diharapkan, sangat penting dalam strategi organisasi untuk mencapai tujuan organisasi. Penelitian ini menguji pengaruh *human resource management practices* terhadap *service behaviors* melalui *work engagement*. Penelitian ini juga menguji peran moderasi dari *HRM system strength* dan *public service motivation* terhadap hubungan antara *human resource management practices* dan *work engagement*. Penelitian ini menggunakan survei sebagai metode pengumpulan data dan melibatkan 282 responden dari BPJS Kesehatan. Menggunakan smartPLS 3.0 sebagai perangkat lunak analisis data, peneliti menemukan bahwa terdapat pengaruh signifikan antara *human resource management practices* terhadap *work engagement*, dan juga menemukan peran mediasi *work engagement* terhadap hubungan antara *human resource management practices* dengan *in-role performance* dan *organizational citizenship behavior*. Namun, tidak ada efek moderasi signifikan yang ditemukan dalam penelitian ini.

*Public service organizations are required to provide the best service to the community. The level of customer satisfaction has become one of the important indicators for the success of the organization. In public service organizations where services are the products offered, the interaction between service providers and customers becomes an important point in the process of meeting customer needs. The ability of the organization to run human resource management practices that can create expected service behaviors is very important to the organization's strategy to achieve its organizational goals. This study examined the impact of human resource management practices to the service oriented behaviors through work engagement. The study also tested the moderating role of HR system strength and public service motivation between human resource management practices and work engagement. This research employed surveys as the data collection method and involved 282 respondents from BPJS Kesehatan. Using smartPLS 3.0 as the data analysis software, the researcher found that there was a significant impact of human resource management practices to work engagement, and also found the role of mediating work engagement on the relationship between human resource management practices with in-role performance and organizational citizenship behavior. However, there was no significant moderating effect found in this study.*