

Pengaruh involved communication terhadap readiness for change: peran mediasi organizational identification dan change recipients' beliefs (Studi kasus pada pendidik dan tenaga kependidikan perguruan tinggi di Indonesia) = The effect of involved communication on readiness for change: The role of organizational identification and change recipients' beliefs mediation (Case study on educator and higher educational personnel in Indonesia)

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Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh involved communication terhadap readiness for change yang dimediasi oleh organizational identification dan change recipients' beliefs pada pendidik dan tenaga kependidikan Perguruan Tinggi Negeri dan Swasta di Indonesia. Penelitian ini merupakan jenis penelitian kuantitatif dengan menggunakan desain cross-sectional dan metode purposive sampling dalam mengumpulkan data primer dengan jumlah sampel 211 responden. Pengolahan data dilakukan menggunakan metode Structural Equation Modeling (SEM). Hasil penelitian ini menunjukkan bahwa involved communication memiliki pengaruh positif terhadap organizational identification dan change recipients' beliefs, memiliki pengaruh bersifat negatif terhadap resistance to change, tetapi tidak memiliki pengaruh positif terhadap readiness for change. Kontribusi teoritis penelitian ini adalah dapat menemukan pengaruh positif involved communication terhadap organizational identification, change recipients' beliefs, dan readiness for change dan disaat yang sama memiliki pengaruh negatif terhadap resistance to change. Selain itu, kontribusi praktis dari penelitian ini adalah sebagai bahan pertimbangan untuk dapat menciptakan strategi komunikasi dan keterlibatan tenaga pendidik dan kependidikan perguruan tinggi yang lebih kreatif dan menyesuaikan perkembangan zaman.

.....This study aims to determine the effect of involved communication on readiness for change mediated by organizational identification and change recipients' beliefs in the educators and educational staff in state and private universities in Indonesia. This quantitative research uses cross-sectional design and purposive sampling method to collect primary data with a number of 211 respondents. Data processing is performed using the Structural Equation Modeling (SEM) method. The results of this study indicate that involved communication has a positive influence on organizational identification and change recipients' beliefs, has a negative effect on resistance to change, but does not have a positive effect on readiness for change. The theoretical contribution of this research is that it can find the positive influence of involved communication on organizational identification, change recipients' beliefs, and readiness for change and at the same time have a negative influence on resistance to change. Meanwhile, the practical contribution is a material consideration to be able to create a communication strategy and involvement of educators and tertiary education staff who are more creative and adapt to the time.