

# Analisis Pengaruh Workplace Breastfeeding Support terhadap Organizational Identification dan Job Satisfaction dengan Organizational Trust sebagai Variabel Mediasi = Analysis of the Effect of Workplace Breastfeeding Support on Organizational Identification and Job Satisfaction with Organizational Trust as a Mediation Variable

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## Abstrak

Pada saat ini perempuan yang menyusui dan memutuskan untuk tetap bekerja sudah cukup banyak di Indonesia. Hal ini harus menjadi perhatian pihak terkait dalam meningkatkan *worklife balance*, karena akan terdapat hambatan ketika mengkombinasikan diri sebagai pekerja dan juga ibu menyusui. Penelitian terdahulu menyatakan bahwa *workplace breastfeeding support* yang diwakili oleh *manager support* dan *co-worker support* berpengaruh positif terhadap *organizational identification* yaitu rasa identifikasi diri terhadap organisasi dan *job satisfaction* terhadap pekerjaan serta organisasi dengan meningkatkan *organizational trust* yang diwakili oleh *vertical trust* dan *horizontal trust*. Penelitian kuantitatif ini bertujuan untuk menganalisis hubungan antara *workplace breastfeeding support*, *organizational trust*, *organizational identification* dan *job satisfaction*. Sebanyak 185 responden yaitu ibu menyusui yang merangkap sebagai pekerja berhasil dikumpulkan dan data kemudian diolah menggunakan metode *Structural Equation Modelling* (SEM). Hasil penelitian menunjukkan bahwa *manager support* dan *co-worker support* tidak berpengaruh signifikan terhadap *job satisfaction* namun hanya *co-worker support* yang berpengaruh terhadap *organizational identification*. *Vertical trust* pun memainkan peran yang cukup baik untuk memengaruhi *organizational identification* dan *job satisfaction*.

Kata kunci: *workplace breastfeeding support*, *manager support*, *co-worker support*, *vertical trust*, *horizontal trust*, *organizational identification*, *job satisfaction*

At this time there are quite a lot of women who breastfeed and decide to keep working in Indonesia. This should be a concern of related parties in improving *worklife balance*, because there will be obstacles when combining themselves as workers and also nursing mothers. Previous research states that *workplace breastfeeding support* represented by *manager support* and *co-worker support* has a positive effect on *organizational identification*, namely a sense of self-identification of the organization and *job satisfaction* with work and organization by increasing *organizational trust* represented by *vertical trust* and *horizontal trust*. This quantitative research aims to analyze the relationship between *workplace breastfeeding support*, *organizational trust*, *organizational identification* and *job satisfaction*. A total of 185 respondents, namely breastfeeding mothers who worked as workers were successfully collected and data were then processed using the *Structural Equation Modeling* (SEM) method. The results showed that *manager support* and *co-worker support* did not significantly influence *job satisfaction*, but only *co-worker support* affected *organizational identification*. *Vertical trust* also plays a good enough role to influence *organizational identification* and *job satisfaction*.

Key Words: *workplace breastfeeding support*, *manager support*, *co-worker*

support, vertical trust, horizontal trust, organizational identification, job satisfaction