

# The impact of Corporate Social Responsibility (CSR) on affective organizational commitment: the mediating analysis of intrinsic motivation, procedural justice & trust = Pengaruh corporate social responsibility terhadap affective organizational commitment: analisis hubungan mediasi antara intrinsic motivation, procedural justice, dan trust

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## Abstrak

Saat ini, tanggung jawab sosial perusahaan telah menjadi fenomena yang dikenal luas dikarenakan perbedaan sentimen yang muncul dari berbagai pihak. Telah ditemukan bahwa tanggung jawab sosial perusahaan menumbuhkan banyak keuntungan karena dapat menjadi strategi sebuah perusahaan, tidak hanya untuk pihak eksternal, tetapi untuk internal organisasi itu sendiri. Penelitian ini dilakukan untuk memeriksa apakah ada hubungan antara persepsi karyawan terhadap tanggung jawab sosial perusahaan dan komitmen organisasi afektif melalui mediasi motivasi intrinsik, keadilan prosedural, dan kepercayaan karyawan. Penelitian ini dikategorikan sebagai penelitian kuantitatif, di mana 231 responden telah dikumpulkan untuk mengisi kuesioner online. Responden adalah karyawan dari berbagai jenis industri yang telah bekerja minimal satu tahun dalam organisasi mereka. Data yang dikumpulkan diproses menggunakan Structural Equation Modeling (SEM), di mana telah ditemukan bahwa tanggung jawab sosial perusahaan memiliki efek tidak langsung terhadap komitmen organisasi afektif melalui motivasi intrinsik dan kepercayaan karyawan. Di sisi lain, keadilan prosedural ditemukan tidak memiliki hubungan mediasi antara konstruksi.

.....In present days, corporate social responsibility has become a widely-known phenomenon as different sentiment arises from various parties. It has been found that corporate social responsibility foster much benefit as it can alter into a company's blueprint, not only for the external, but for the internal of the organization itself. This research is conducted to examine whether there is a relationship between employee's perception of corporate social responsibility and affective organizational commitment through the mediation of intrinsic motivation, procedural justice, and employee trust. The research is categorized as quantitative research, where 231 respondents have been gathered to fill in an online questionnaire. Respondents are employees from various types of industries that have worked for minimum one year in their organization. The gathered data is processed using Structural Equation Modeling (SEM), where it has been found that corporate social responsibility have an indirect effect towards affective organizational commitment through intrinsic motivation and employee trust. On the other hand, procedural justice is found to have no mediating relationship between the construct.