

Peran Faktor Individu, Kelompok, dan Organisasi terhadap Employee Advocacy melalui Media Sosial pada Instansi Pemerintah (Studi Kuantitatif terhadap Pegawai Kementerian Keuangan Republik Indonesia) = The Role of Individual, Groups, and Organizational Factors towards Employee Advocacy through Social Media in Government Institution (Quantitative Study of Employees of the Ministry of Finance of the Republic of Indonesia)

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Abstrak

Tesis ini berupaya mengisi research gap terkait employee advocacy pada konteks organisasi pemerintah dengan mencari faktor-faktor yang diduga memiliki hubungan signifikan terhadap kesediaan pegawai instansi pemerintah, yakni Kementerian Keuangan, untuk melakukan employee advocacy melalui media sosial pribadinya. Didasarkan pada Social Exchange Theory, employee advocacy dilihat sebagai hubungan pertukaran yang terjadi antara pegawai dengan organisasi pemberi kerja dan juga hubungan antarindividu antara pegawai dengan pimpinannya, dan juga dengan rekan kerjanya. Penelitian ini dilakukan dengan pendekatan kuantitatif, di mana data dikumpulkan melalui survei online (Google Form) kepada pegawai Kementerian Keuangan yang merupakan pengguna media sosial. Sejumlah 240 data bersih berhasil dikumpulkan dan kemudian diolah dengan menggunakan metode SEM-PLS dengan bantuan software SmartPLS3. Hasilnya, variabel yang signifikan mempengaruhi employee advocacy baik secara langsung maupun tidak langsung dalam hubungan pegawai-organisasi adalah: tiga motivasi intrinsik individu (self enhancement, enjoyment, altruism); Employee-Organization Relationship; Symmetrical Internal Communication, dan Transformational Leadership Style. Adapun hubungan yang terjadi adalah faktor organisasi yaitu Transformational leadership style merupakan prediktor kuat dari symmetrical internal communication dan Employee-Organization Relationship. Kualitas dari Employee-Organization Relationship yang baik akan dapat menghasilkan pertukaran berupa peningkatan motivasi intrinsik individu, yang pada akhirnya mendorong kesediaan pegawai untuk melakukan employee advocacy. Selanjutnya, variabel yang signifikan mempengaruhi employee advocacy baik secara langsung maupun tidak langsung dalam hubungan antarindividu adalah Organizational Commitment; Co-worker's Support; dan Supervisor's Support. Adanya dukungan dari atasan langsung dan rekan kerja dapat mendorong pertukaran dari pegawai berupa peningkatan organizational commitment, yang kemudian dapat meningkatkan kesediaan melakukan employee advocacy. Secara praktis, bukti empiris yang dihasilkan dapat dijadikan landasan dalam pengambilan keputusan selanjutnya terkait penerapan employee advocacy di instansi pemerintah yang saat ini masih dalam tahap awal.

.....This thesis seeks to fill the research gap related to employee advocacy in the context of government organizations by looking for factors that are suspected to have a significant relationship to the willingness of government institution employees, namely the Ministry of Finance, to conduct employee advocacy through their personal social media. Based on the Social Exchange Theory, employee advocacy is seen as an exchange relationship that occurs between employees and the employer's organization and the relationship between individuals, which are occur between employees and their leaders, as well as with their co-workers.

This research was conducted with a quantitative approach, where data was collected through an online survey (Google Form) to employees of the Ministry of Finance who are social media users. A total of 240 clean data were collected and processed using the SEM-PLS method with the SmartPLS3 software. As a result, the variables that significantly affect employee advocacy both directly and indirectly in employee-organization relationships are: three individual intrinsic motivations (self enhancement, enjoyment, altruism); Employee-Organization Relationship; Symmetrical Internal Communication, and Transformational Leadership Style. The relationship that occurs is described below. Organizational factors, namely Transformational leadership style is a strong predictor of symmetrical internal communication and Employee-Organization Relationship. The quality of a good Employee-Organization Relationship will be able to generate exchanges in the form of increasing individual intrinsic motivation, which in turn will encourage employees' willingness to do employee advocacy. Furthermore, the variables that significantly influence employee advocacy, either directly or indirectly in the relationship between individuals, are Organizational Commitment; Co-worker's Support; and Supervisor's Support. The existence of support from direct superiors and co-workers can encourage exchanges from employees in the form of increased organizational commitment, which can then increase the willingness to do employee advocacy. Practically, the empirical evidence produced can be used as a basis for further decision making regarding the implementation of employee advocacy in government agencies which is currently still in its early stages.