

Pengaruh Workplace Fun Terhadap Affective Organizational Commitment yang Dimediasi oleh Psychological Capital dan Work Engagement pada Karyawan pada Perusahaan E-Commerce = The Effect of Workplace Fun on Affective Organizational Commitment Mediated by Psychological Capital and Work Engagement on Employees in E-Commerce Sector

Seruni Arifah Putri, author

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Abstrak

Tingginya pertumbuhan tenaga kerja di perusahaan e-commerce diakui oleh Asosiasi E-commerce Indonesia, seiring dengan tingginya pengunduran diri karyawan. Oleh karena itu, komitmen karyawan merupakan masalah yang harus dihadapi oleh perusahaan e-commerce. Affective organizational commitment dapat ditingkatkan dengan meningkatkan work engagement, yang dapat meningkat jika perusahaan memiliki tempat kerja yang menyenangkan. Penelitian ini bertujuan untuk mengetahui pengaruh kesenangan di tempat kerja terhadap affective organizational commitment yang dimediasi oleh psychological capital dan work engagement. Penelitian ini menggunakan pendekatan kuantitatif melalui model persamaan struktural terhadap 260 responden. Hasil penelitian menunjukkan bahwa workplace fun tidak secara langsung mempengaruhi affective organizational commitment. Selain itu psychological capital berpengaruh negatif signifikan sementara work engagement berpengaruh positif signifikan dalam memberikan pengaruh tidak langsung antara workplace fun dan affective organizational commitment. Penelitian ini diharapkan dapat memberikan wawasan baru bagi perusahaan e-commerce dan praktisi pada umumnya tentang bagaimana meningkatkan affective organizational commitment karyawan dengan menyediakan workplace fun.

.....The high growth of the workforce in e-commerce companies is admitted by the Indonesian E-commerce Association, along with high employee turnover. Therefore, employees' affective organizational commitment is an issue that e-commerce companies must face. Affective organizational commitment can be improved by increasing work engagement, which can increase if the company has workplace fun. This study aims to determine the effect of workplace fun on affective organizational commitment mediated by psychological capital and work engagement. This study used a quantitative approach through the structural equation model to 260 respondents. The results showed that workplace fun has not directly affected affective organizational commitment. Psychological capital was negatively significant meanwhile work engagement was positively significant in providing an indirect effect between workplace fun and affective organizational commitment. This study is expected to provide new insight for e-commerce companies and practitioners in general about how to improve employees' affective organizational commitment by providing workplace fun.