

Analisis Hubungan Diversity Management dan Organizational Citizenship Behavior yang Dimediasi oleh Workplace Happiness pada PT GoTo Gojek Tokopedia Tbk = Analysis of the Relationship Between Diversity Management and Organizational Citizenship Behavior Mediated by Workplace Happiness at PT GoTo Gojek Tokopedia Tbk

Syauqiyah Nur Salma, author

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Abstrak

Penelitian ini bertujuan untuk mengetahui apakah persepsi terhadap diversity management dan retaining diversity berpengaruh terhadap organizational citizenship behavior toward the organization dan organizational citizenship behavior toward individual pada karyawan PT GoTo Gojek Tokopedia Tbk. Dalam hubungan tersebut juga diuji efek dari workplace happiness sebagai mediator. Data penelitian diperoleh melalui kuesioner dengan total sebanyak 195 responden. Model yang digunakan dalam penelitian ini dianalisis menggunakan Structural Equation Modeling (SEM) dengan menggunakan software LISREL versi 8.80 untuk mengetahui hubungan dari variabel yang diuji. Hasil penelitian ini membuktikan bahwa perceptions of diversity management tidak memiliki pengaruh terhadap organizational citizenship behavior toward the organization dan organizational citizenship behavior toward individual, sedangkan perceptions of retaining diversity memiliki pengaruh langsung yang positif dan signifikan hanya terhadap organizational citizenship behavior toward individual. Perceptions of diversity management juga tidak berpengaruh terhadap workplace happiness, akan tetapi perceptions of retaining diversity memiliki pengaruh langsung yang positif dan signifikan terhadap workplace happiness. Selain itu, penelitian ini juga menunjukkan bahwa workplace happiness hanya memediasi hubungan antara perceptions of diversity management dan organizational citizenship behavior, baik toward the organization maupun toward individual.

.....This study aims to determine whether perceptions of diversity management and retaining diversity affect organizational citizenship behavior toward the organization and organizational citizenship behavior toward individuals at PT GoTo Gojek Tokopedia Tbk employees. In this connection, the effect of workplace happiness as a mediator is also tested. The research data was obtained through a questionnaire with a total of 195 respondents. The model used in this study was analyzed using Structural Equation Modeling (SEM) using LISREL software version 8.80 to determine the relationship of the variables tested. The results of this study prove that perceptions of diversity management have no effect on organizational citizenship behavior toward the organization and organizational citizenship behavior toward individuals, while perceptions of retaining diversity have a direct positive and significant effect only on organizational citizenship behavior toward individuals. Perceptions of diversity management also have no effect on workplace happiness, but perceptions of retaining diversity have a direct, positive and significant effect on workplace happiness. In addition, this study also shows that workplace happiness only mediates the relationship between perceptions of diversity management and organizational citizenship behavior, both toward the organization and toward the individual.