

Hubungan antara Organizational Authenticity, Employee Empowerment dan Employee-Organization Relationship dengan Employee Communication Behavior (Megaphoning Positif dan Megaphoning Negatif) pada Pegawai Instansi Pemerintah (Sekretariat Direktorat Jenderal = The relationship between Organizational Authenticity, Employee Empowerment and Employee-Organization Relationship with Employee Communication Behavior (Positive Megaphoning and Negative Megaphoning) in Government Employees (Secretariat of the Directorate

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Abstrak

Tesis ini berupaya untuk mengisi kesenjangan literatur dengan mereplikasi penelitian terdahulu terkait perilaku komunikasi pegawai (Employee Communication Behavior) berupa megaphoning yakni pembagian informasi secara sukarela pegawai tentang pencapaian organisasi (megaphoning positif) dan kelemahan organisasi (megaphoning negatif) pada instansi pemerintah, Direktorat Jenderal Pajak (DJP) pada situasi krisis. Penelitian ini berdasarkan komunikasi organisasi dalam membangun dan memelihara hubungan yang dapat memengaruhi perilaku publik yakni perilaku pegawai sebagai publik internal. Karena komunikasi saja tidak dapat menjamin hubungan yang baik dalam jangka panjang, diperlukan strategi yang dapat membangun hubungan secara menyeluruh. Strategi manajemen hubungan dalam penelitian ini berupa keaslian organisasi (organizational authenticity), pemberdayaan pegawai (employee empowerment), kualitas hubungan pegawai organisasi (employee-organization relationship) untuk membangun hubungan antara organisasi dan pegawai. Penelitian ini dilakukan karena belum ada yang menguji tentang Employee Communication Behavior pada lembaga pemerintah. Penelitian ini dilakukan dengan pendekatan kuantitatif melalui survei kepada pegawai di Sekretariat DJP, sebanyak 202 data terkumpul untuk diolah menggunakan metode SEM-PLS. Hasilnya, variabel yang memiliki keterkaitan signifikan dengan megaphoning positif maupun negatif secara langsung ialah organizational authenticity dan employee-organization relationship. Sedangkan employee empowerment tidak signifikan secara langsung berkaitan dengan megaphoning positif maupun negatif. Employee-organization relationship terbukti signifikan memediasi hubungan organizational authenticity dan employee empowerment dengan megaphoning positif maupun negatif.

.....This thesis attempts to fill the gap in the literature by replicating previous research to employee communication behavior, megaphoning, the voluntary sharing of information by employees about organizational achievements (positive megaphoning) and organizational weaknesses (negative megaphoning) in government, the Directorate General of Taxes (DJP) in crisis situations. This research is based on organizational communication in building and maintaining relationships that can influence employee behavior as internal public. Communication cannot guarantee a good relationship in long term, a strategy is needed that can build relationships as a whole. The relationship management strategy in organizational authenticity, employee empowerment, and the quality of employee-organization relationships to build relationships between the organization and employees. This research was conducted because no one had tested employee communication behavior in government institutions. This research using a quantitative

approach through a survey of employees at the DJP, 202 data were collected to be processed using the SEM-PLS method. Variables that have a significant relationship with positive or negative megaphoning directly are organizational authenticity and employee-organization relationship. Meanwhile, employee empowerment is not directly related to megaphoning positive or negative. Employee-organization relationship is proven to significantly mediate the relationship between organizational authenticity and employee empowerment with megaphoning positive and negative.