

Pengaruh Organizational Embeddedness dan Perceived Organizational Support terhadap Affective Commitment yang Dimediasi oleh Work Engagement pada Karyawan Generasi Milenial di Indonesia = The Influence of Organizational Embeddedness and Perceived Organizational Support on Affective Commitment mediated by Work Engagement in Millennial Employees in Indonesia

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Abstrak

Persaingan pasar kerja yang ketat mendorong organisasi untuk menemukan strategi yang tepat untuk mengatasi masalah resistensi karyawan yang rendah, salah satunya dengan meningkatkan affective commitment karyawan terhadap organisasi tempat mereka bekerja. Studi ini menggunakan Teori Pertukaran Sosial (Social Exchange Theory/SET) dan Conservation of Resources Theory (COR) untuk menguji pengaruh organizational embeddedness dan perceived organizational support terhadap affective commitment serta pengaruh tidak langsung melalui mediasi work engagement. Data empiris didapatkan dari 351 data yang terkumpul kemudian mengeluarkan sebanyak 19 data untuk menjaga konsistensi data sehingga data yang diolah sebanyak 332 data karyawan generasi milenial di Indonesia. Data dikumpulkan menggunakan survei online yang dinilai melalui skala Likert 7 poin. Studi ini dianalisis menggunakan Structural Equation Modeling (SEM) dan Confirmatory Factor Analysis (CFA) untuk menguji tujuh hipotesis yang diajukan. Hasil penelitian menunjukkan bahwa organizational embeddedness dan perceived organizational support berpengaruh positif terhadap affective commitment baik secara langsung maupun tidak langsung melalui mediasi work engagement. Penelitian ini memiliki beberapa keterbatasan diantaranya memiliki data dengan perbedaan perspektif terhadap affective commitment, menggunakan variabel uni-dimensional yang kurang menggambarkan keseluruhan fenomena, pengambilan data menggunakan metode selfassessment dengan resiko bias yang tinggi, serta metode pengumpulan data hanya dilakukan pada sekali waktu sehingga sulit untuk mengidentifikasi hubungan sebabakibat. Penelitian ini diharapkan dapat memberikan kontribusi dalam pembuatan kebijakan sumber daya manusia untuk meningkatkan komitmen afektif di kalangan karyawan generasi milenial di Indonesia.

.....The tight labor market competition afforces organizations to find the right strategies to address the issue of low employee resistance, one way being to enhance affective commitment among employees towards the organization they work for. This study employs Social Exchange Theory (SET) and Conservation of Resources Theory to examine the influence of organizational embeddedness and perceived organizational support on affective commitment and the indirect influence through work engagement mediation. Empirical data was obtained from a total of 351 collected samples, with 19 samples were excluded to maintain data consistency, resulting 332 data from millennial generation employees in Indonesia. The data was collected using an online survei assessed on a 7-point Likert scale. The study was analyzed using Structural Equation Modeling (SEM) and Confirmatory Factor Analysis (CFA) to test seven proposed hypotheses. Result indicate that organizational embeddedness and perceived organizational support positively influence affective commitment both directly and indirectly through work engagement mediation. This study has several limitations, including the use of quantitative methods without in-depth interviews, a cross-sectional

design that makes it difficult to identify causal relationships, and a focus solely on millennial employees, which limits the generalizability of the findings. This research is expected to contribute to human resource policy-making to enhance affective commitment among millennial generation employees in Indonesia.