

Pengaruh Socially Responsible Human Resource Management (SR-HRM) dan Motivasi Ekstrinsik Terhadap Komitmen Organisasi Dengan Motivasi Intrinsik Sebagai Variabel Mediasi (Studi Empiris Pada Karyawan Industri Perhotelan Indonesia) = Effect of Socially Responsible Human Resource Management (SR-HRM) and Extrinsic Motivation on Organizational Commitment with Intrinsic Motivation as Mediation Variable (Empirical Study on Indonesian Hotel Industry Workers)

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Abstrak

Penelitian ini bertujuan untuk mengeksplorasi pengaruh socially responsible human resource management (SR-HRM) dan extrinsic motivation, dengan peran mediasi intrinsic motivation, terhadap organizational commitment pada karyawan tetap industri perhotelan di Indonesia. Penelitian ini menggunakan pendekatan kuantitatif dengan metode riset survei. Data dikumpulkan menggunakan kuesioner daring untuk pengumpulan data primer. Penelitian ini melibatkan 400 responden yang merupakan karyawan tetap industri perhotelan di Indonesia. Data dianalisis menggunakan metode Structural Equation Modelling (SEM). Hasil penelitian menunjukkan bahwa SR-HRM dan extrinsic motivation memiliki pengaruh positif signifikan terhadap organizational commitment, sedangkan intrinsic motivation memainkan peran mediasi yang memperkuat hubungan tersebut. Temuan ini diharapkan dapat memberikan kontribusi praktis bagi organisasi dalam meningkatkan komitmen karyawan melalui kebijakan SDM yang bertanggung jawab, serta memberikan wawasan akademis dalam bidang manajemen sumber daya manusia dan motivasi karyawan.This study aims to explore the influence of socially responsible human resource management (SR-HRM) and extrinsic motivation, with the mediating role of intrinsic motivation, on organizational commitment among permanent employees in the hotel industry in Indonesia. The research adopts a quantitative approach with a survey method. Data is collected through an online questionnaire. The study involved 400 permanent hotel employees in Indonesia. Data is analyzed using Structural Equation Modelling (SEM) method. The results show that SR-HRM and extrinsic motivation have a significant positive impact on organizational commitment, while intrinsic motivation plays a mediating role that strengthens this relationship. These findings are expected to provide practical contributions for organizations in enhancing employee commitment through responsible HR policies, as well as offering academic insights into the fields of human resource management and employee motivation.