

Pengaruh taktik sosialisasi terhadap komitmen karyawan melalui mekanisme relasional di perusahaan startup = Influence of socialization tactics towards employees commitment through relational mechanism in startup companies

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Abstrak

Pentingnya taktik sosialisasi memberikan organisasi keunggulan kompetitif dan anggota berkomitmen tinggi, seperti produktivitas tinggi dan rendahnya tingkat *turnover* di antara para anggota. Oleh karena itu, organisasi dengan berbagai ukuran dan tipe rela berinvestasi pada kebijakan dan praktik organisasi yang mendorong komitmen anggotanya. Perusahaan *startup* menjadi konteks dalam penelitian ini karena mereka telah menerima perhatian selama beberapa dekade terakhir. Selain itu, mereka dianggap sebagai kekuatan pendorong baru untuk pertumbuhan ekonomi di dunia dan termasuk negara-negara berkembang seperti Indonesia. Studi ini menguji pengaruh taktik sosialisasi pada komitmen organisasi pendatang baru melalui mekanisme relasional dengan melihat sejauh mana pendatang baru merasakan dukungan dan bantuan dari organisasi dalam proses adaptasi terhadap lingkungan kerja baru (*perceived organizational support* (POS)) dan pada sejauh mana pendatang baru memiliki jaringan hubungan dengan anggota organisasi lainnya (*job embeddedness*). Data dikumpulkan dari 188 karyawan baru perusahaan *startup* di sekitar Jakarta (Jabodetabek). Konsisten dengan hipotesis penelitian, taktik sosialisasi memengaruhi komitmen organisasi pendatang baru melalui *perceived organizational support* (POS) dan *job embeddedness*. Hasil penelitian ini mendukung hubungan antara taktik sosialisasi dan komitmen melalui mekanisme relasional yang ditangkap oleh *perceived organizational support* (POS) yang dirasakan pendatang baru dan *job embeddedness*.

The importance of socialization tactics provides organization members with high commitment and competitive advantage, such as high productivity and low turnover among employees. Therefore, organization of various sizes and types are willing to invest in organizational policies and practices that can encourage the commitment of their members. Start-up companies become the context in this study since they have received considerable attention in recent decades. Moreover, they are considered as a new driving force for economic growth in the world and including developing countries like Indonesia. This study examines influence of socialization tactics on newcomer`s organizational commitment through relational mechanism by looking at the extent to which newcomers feel the support and assistance from organization in the process of adaptation to the new work environment (perceived organizational support/POS) and at the extent to which newcomers have a network of relationships with other organization members (job embeddedness). Data Collected from 188 new employees of start-up companies around Jakarta. Consistent with our hypotheses, organization tactics influence newcomer`s organizational commitment through perceived organizational support (POS) and job embeddedness. The result supports the relationship between socialization tactics and commitment through relational mechanism which is captured by newcomer`s perceived organizational support (POS) and job embeddedness.