

INTISARI

Vildawati, Ayu. 2019. Peran Komitmen Pada Hubungan Antara Tanggung Jawab Sosial Perusahaan Persepsian Dan Pemberdayaan Karyawan. Program Studi S1 Manajemen. Fakultas Ekonomi. Universitas Setia Budi Surakarta. Pembimbing I. Nang Among Budiadi, SE., M.Si. Pembimbing II Drs. Sugiyarmasto, MM.

Penelitian ini bertujuan untuk menguji komitmen pada Tanggung Jawab Sosial Perusahaan persepsian dan pemberdayaan karyawan. Komitmen karyawan yang baik maka karyawan akan merasa sepaham, cocok dengan organisasi dan karyawan tersebut semakin loyal sehubungan dengan itu akan bersifat positif dan karyawan bersedia untuk selalu komit sehingga siap diberdayakan.

Data yang diperoleh melalui kuesioner yang dibagikan kepada karyawan di RSJD dr. Arif Zainudin Surakarta. Teknik penyampelan yang digunakan adalah *cluster sampling* dengan populasi karyawan medis maupun non medis sebanyak 80 responden. Uji hipotesis dilakukan dengan menggunakan analisis regresi bertingkat.

Hasil penelitian ini menunjukkan Tanggung Jawab Sosial Perusahaan persepsian berpengaruh signifikan terhadap pemberdayaan karyawan, Tanggung Jawab Sosial Perusahaan persepsian tidak berpengaruh signifikan terhadap komitmen, komitmen berpengaruh signifikan terhadap pemberdayaan karyawan dan komitmen sebagai mediasi antara Tanggung Jawab Sosial Perusahaan persepsian terhadap pemberdayaan karyawan tidak signifikan. Hal ini berarti komitmen tidak terbukti memediasi sebagai (partial mediation) hubungan antara CSR persepsian dan pemberdayaan karyawan.

Kata kunci : Tanggung Jawab Sosial Perusahaan persepsian, pemberdayaan karyawan, komitmen.

ABSTRACT

Vildawati, Ayu. 2019. The Role of Commitment to the Relationship Between Perceived Corporate Social Responsibility and Employee Empowerment. S1 Management Study Program. Faculty of Economics. Setia Budi University Surakarta. Advisor I. Nang Among Budiadi, SE., M.Sc. Advisor II Drs. Sugiyarmasto, MM.

This study aims to examine the commitment on the perceived CSR by empowering employees. The commitment of good employees is that they will feel like they are in agreement with the organization and the employees who are more loyal in the relation to it will be positive and willing to always commit so that they are ready to be empowered.

The data was obtained through questionnaires distributed to employees at the RSJD dr. Arif Zainudin Surakarta. The sampling technique used in this study was cluster sampling with a population of medical and non-medical employees as many as 80 respondents. Hypothesis testing was done using multilevel regression analysis.

The results of this study indicate that corporate social responsibility has a significant effect on employees empowerment, perceived corporate social responsibility does not significantly influence the commitment, but the commitment has a significant effect on the employees empowerment and as the mediation between perceived corporate social responsibility and employees empowerment it is not significantly influencing. This means that the commitment is not proven to be mediating as a partial mediation of the relationship between perceived CSR and employee empowerment.

Keywords: perceived corporate social responsibility, employee empowerment, commitment.