

PENGARUH EFEKTIVITAS MANAJEMEN, *WORK CULTURE*, *TRUST*, DAN *ENGAGEMENT*, TERHADAP *WORK EFFECTIVENESS* KARYAWAN PT MEGAPOLITAN DEVELOPMENTS TBK

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Abstrak

Penelitian ini bertujuan untuk mengukur dan menganalisis pengaruh efektivitas manajemen, *work culture*, *trust*, dan *engagement* terhadap efektivitas kerja karyawan perusahaan properti berbasis keluarga di Jakarta. Dari 193 orang populasi karyawan yang homogen yang tersebar di Jakarta, Cinere, Bogor dan Tangerang, yang dijadikan sampel berdasarkan Slovin dan teknik *simple random sampling* adalah 130 orang. Penelitian ini menggunakan pendekatan kuantitatif dengan analisis regresi linear, sobel test, dan *path analysis*. Dari hasil penelitian dapat diketahui bahwa: (1) efektivitas manajemen, *work culture*, dan *trust* berpengaruh langsung positif dan signifikan terhadap *work effectiveness*, (2) efektivitas manajemen dan *work culture* berpengaruh secara tidak langsung terhadap *work effectiveness* melalui *trust*, (3) *engagement* tidak berpengaruh secara langsung maupun tidak langsung terhadap *work effectiveness*. *Trust* adalah komponen variabel yang paling berpengaruh yang sangat signifikan dalam mempengaruhi efektivitas kerja karyawan dalam perusahaan keluarga yang masih sarat konflik kepentingan. Kesimpulan yang didapat yaitu *trust* sangat berperan positif dalam efektivitas kerja karyawan terutama pada perusahaan keluarga. Karyawan akan memberikan kepercayaan yang tinggi terhadap manajemen jika manajemen dapat menjalankan praktik-praktik bisnis yang transparan, objektif, dan *fair*.

Kata kunci: Efektivitas manajemen, *Work culture*, *Trust*, *Engagement*, *Work effectiveness*

This study aims to measure and analyze the effect of management effectiveness, work culture, trust, and engagement on the work effectiveness of employees of family-based property companies in Jakarta. Of the 193 homogeneous employee populations spread in Jakarta, Cinere, Bogor and Tangerang, the samples were based on Slovin and the simple random sampling technique was 130 people. This study uses a quantitative approach with linear regression analysis, single test, and path analysis. From the results of the study, it can be seen that: (1) management effectiveness, work culture, and trust have a positive and significant direct effect on work effectiveness, (2) effectiveness of management and work culture indirectly affect work effectiveness through trust, (3) engagement is not effect directly or indirectly on work effectiveness. Trust is the most influential variable component that is very significant in influencing the work effectiveness of employees in family companies that are still full of conflicts of interest. The conclusions obtained are that trust plays a very positive role in the work effectiveness of employees, especially in family companies. Employees will give high trust to management if management can carry out business practices that are transparent, objective and fair.

Keywords: Management effectiveness, Work culture, Trust, Engagement, Work effectiveness