

## ABSTRAK

**PATRISIA KOSASIH.** “PERAN KONTRAK PSIKOLOGIS SEBAGAI VARIABEL MODERATOR PADA HUBUNGAN ANTARA MOTIF BERAFILIASI DAN KESETIAAN KARYAWAN” Rostiana D. Nurdjajadi, M.Si., Psi. dan Dr. Fransiska I. R. Dewi, M.Si. Program Studi S2 Psikologis Universitas Tarumanagara. (xv + 91 halaman + 5 gambar + 22 tabel)

Penelitian ini bertujuan untuk menyelidiki hubungan antara motif berafiliasi dengan kesetiaan karyawan serta pengaruh dua bentuk kontrak psikologis, yaitu kontrak relasional dan transaksional, pada hubungan tersebut.

Kuesioner penelitian yang mengukur kesetiaan karyawan, motif berafiliasi dan kontrak psikologis diberikan kepada 350 orang karyawan di PT. X, namun hanya 300 yang kembali. Melalui seleksi kriteria, terkumpul 241 data yang dapat diteliti.

Sebanyak 101 data responden digunakan untuk uji coba reliabilitas. Sampel didasarkan pada 140 data responden yang telah lolos persyaratan kriteria subyek dan yang mengisi kuesioner secara lengkap. Pengujian hipotesa menggunakan formula normalitas *One-Sample Kolmogorov-Smirnov* dan analisa statistik dilakukan menggunakan regresi linear sederhana dan metode *moderating regression analysis* (MRA) untuk mendapatkan hasil.

Hasil menunjukkan bahwa motif berafiliasi memiliki pengaruh langsung atas kesetiaan karyawan dengan tingkat signifikansi  $p = 0,001$ . Pada hasil juga ditemukan bahwa kontrak psikologis memoderasi hubungan motif berafiliasi dengan kesetiaan karyawan secara signifikan hanya ketika berbentuk relasional. Kontrak psikologis tidak berperan sebagai moderator pada hubungan tersebut ketika berbentuk transaksional.

Penelitian ini membantu menghasilkan teori dan praktek dengan mengarahkan perhatian peneliti dan praktisi dalam menyadari pentingnya konstruk kontrak psikologis dalam meningkatkan respon kesetiaan karyawan di perusahaan. Selain itu, penelitian ini juga menawarkan alat ukur kesetiaan karyawan, motif berafiliasi dan kontrak psikologis yang dapat digunakan bagi praktisi maupun penelitian di masa depan.

Kata Kunci: Kontrak Psikologis Relasional, Kontrak Psikologis Transaksional, Kesetiaan Karyawan, Motif Berafiliasi.

Daftar Pustaka: 56 (1908 – 2009)

## ABSTRACT

**PATRISSIA KOSASIH.** "THE ROLE OF PSYCHOLOGICAL CONTRACT AS THE MODERATING VARIABLE ON THE RELATIONSHIP BETWEEN MOTIVES OF AFFILIATION AND EMPLOYEE LOYALTY" Rostiana D. Nurdjajadi, M.Si., Psi. and Dr. Fransiska I. R. Dewi, M.Si. (xv + 91 pages + 5 pictures + 22 tables)

This research aims to investigate the relationship between the motives of affiliation and employee loyalty as well as the influence of two types of psychological contract that are relational and transactional, as the moderator variable on the relationship. Questionnaires measuring employee loyalty, motives of affiliation and psychological contract were sent to 350 employees in PT. X, but only 300 responded. Through criteria selection, there are 241 data that can be used in this research.

There are 101 data were used for reliability tryout. The sample were based on 140 subjects that were passed the subject criteria requirements and completed the whole questions. Hypothesis test applies normality formula One-Sample Kolmogorov-Smirnov. Analysis statistic with simple linear regression and moderated regression analysis (MRA) was conducted to obtain the result.

The results were shown that the motives of affiliation had a direct influence on the employee loyalty. The findings were also shown that psychological contract moderated the relationship between the motives of affiliation and employee loyalty only when it is relational, and when psychological contract formed as transactional, it did not moderating the relationship.

This research contributes to theory and practice by directing the attention of researchers and practitioners to the importance of understanding the composition of employees' psychological contracts in efforts to increase the respond of employees' loyalty for the company. It also offers scales of employee loyalty, motives of affiliation, as well as psychological contract that can be used in future studies and by practitioners.

Keywords: Psychological Contract Relational; Psychological Contract Transactional; Employee Loyalty; Motives of Affiliation.

References: 56 (1908 – 2009)