

INTISARI

Penelitian ini bertujuan untuk menganalisis pengaruh efektivitas inisiatif komunikasi persepsian, efektivitas praktik SDM persepsian, dan keselarasan budaya organisasional persepsian pada kepercayaan karyawan. Hipotesis dari penelitian ini adalah (1) efektivitas inisiatif komunikasi persepsian, efektivitas praktik SDM persepsian, dan keselarasan budaya organisasional persepsian secara bersamaan berpengaruh positif dan signifikan terhadap kepercayaan karyawan; (2) efektivitas inisiatif komunikasi persepsian berpengaruh positif dan signifikan terhadap kepercayaan karyawan; (3) efektivitas praktik SDM persepsian berpengaruh positif dan signifikan terhadap kepercayaan karyawan; (4) keselarasan budaya organisasional persepsian berpengaruh positif dan signifikan terhadap kepercayaan karyawan. Pengambilan sampel menggunakan metode *purposive sampling* kepada karyawan Bank Syariah Indonesia. Responden penelitian ini berjumlah 239 orang. Pengujian pengaruh variabel independen pada variabel dependen menggunakan metode regresi berganda. Hasil penelitian menunjukkan bahwa (1) secara simultan efektivitas inisiatif komunikasi persepsian, efektivitas praktik SDM persepsian, dan keselarasan budaya organisasional persepsian berpengaruh positif dan signifikan terhadap kepercayaan karyawan; (2) secara parsial efektivitas inisiatif komunikasi persepsian berpengaruh positif dan signifikan terhadap kepercayaan karyawan; (3) secara parsial efektivitas praktik SDM persepsian berpengaruh positif dan signifikan terhadap kepercayaan karyawan; (4) secara parsial keselarasan budaya organisasional persepsian berpengaruh positif dan signifikan terhadap kepercayaan karyawan.

Kata kunci: efektivitas inisiatif komunikasi persepsian, efektivitas praktik SDM persepsian, keselarasan budaya organisasional persepsian, dan kepercayaan karyawan.

ABSTRACT

This study aims to analyze the effect of perception of effectiveness of communication initiatives, perception of effectiveness of HR practices, and perception of organizational cultural congruence on employee trust. The hypothesis of this research are (1) simultaneously perception of effectiveness of communication initiatives, perception of effectiveness of HR practices, and perception of organizational cultural congruence positively and significantly affect employee trust (2) perception of effectiveness of communication initiatives positively and significantly affect employee trust; (3) perception of effectiveness of HR practices positively and significantly affect employee trust; (4) perception of organizational cultural congruence positively and significantly affect employee trust. The sampling method was purposive sampling to employees of Bank Syariah Indonesia. Respondents of this study were 239 people. Moreover, this study used multiple linear regression analysis to examine the influence of independent variables to dependent variable. The result showed that (1) simultaneously perception of effectiveness of communication initiatives, perception of effectiveness of HR practices, and perception of organizational cultural congruence had a positively and significantly effect on employee trust (2) perception of effectiveness of communication initiatives has a positively and significantly effect on employee trust; (3) perception of effectiveness of HR practices has a positively and significantly effect on employee trust; (4) perception of organizational cultural congruence has a positively and significantly effect on employee trust.

Keywords: *perception of effectiveness of communication initiatives, perception of effectiveness of HR practices, perception of organizational cultural congruence, and employee trust*