

INTISARI

Tujuan penelitian ini adalah untuk melihat pengaruh skema insentif turnamen terhadap eskalasi komitmen, pengaruh pernyataan diri terhadap eskalasi komitmen, dan pengaruh moderasi pernyataan diri terhadap hubungan antara skema insentif turnamen terhadap eskalasi komitmen. Penelitian ini merupakan penelitian eksperimen lab dengan desain faktorial 2x2 antar subjek. Partisipan yang digunakan adalah mahasiswa strata 1 (S1) dari Fakultas Ekonomika dan Bisnis Universitas Gajah Mada sebanyak 104 Partisipan. Hasil penelitian menunjukkan bahwa eskalasi komitmen lebih besar dalam kondisi skema insentif turnamen periode tunggal dibandingkan skema insentif periode berulang, pernyataan diri tidak berpengaruh terhadap eskalasi komitmen, dan pernyataan diri tidak memoderasi hubungan antara skema insentif turnamen terhadap eskalasi komitmen.

Kata Kunci: eskalasi komitmen, skema insentif turnamen, skema insentif turnamen periode tunggal, skema insentif periode berulang, pernyataan diri.

ABSTRACT

This study aims to examine the effect of tournament incentive schemes on escalation commitment, the effect of self certification on escalation commitment, and moderating effect of self certification on relationship between tournament incentive schemes on escalation commitment. This research provide a laboratorium experiment research with 2x2 factorial design between subjects. The participants were undergraduate (S1) students from the Faculty of Economics and Business Universitas Gajah Mada, with total 104 participants. The results showed that first, escalation commitment was greater in the condition of the grand period tournament incentive scheme than repeated period incentive scheme. Second, self certification did not affect escalation commitment, and third self-certification did not moderate the relationship between tournament incentive schemes on escalation commitment.

Keywords: *escalation commitment, incentive tournament scheme, grand period tournament incentive scheme, repeated period incentive scheme, self certification.*