

The Effect of Change Communication towards Commitment to Change through the Role of Organizational Trust

Authors : Enno R. Farahzehan, Wustari L. Mangundjaya

Abstract : Organizational change is necessary to develop innovation and to compete with other competitors. Organizational changes were also made to defend the existence of the organization itself. Success in implementing organizational change consists of a variety of factors, one of which is individual (employee) who run changes. The employee must have the willingness and ability in carrying out the changes. Besides, employees must also have a commitment to change for creation of the successful organizational change. This study aims to execute the effect of change communication towards commitment to change through the role of organizational trust. The respondents of this study were employees who work in organizations, which have been or are currently running organizational changes. The data were collected using Change Communication, Commitment to Change, and Organizational Trust Inventory. The data were analyzed using regression. The result showed that there is an effect among change communication towards commitment to change which is higher when mediated by organizational trust. This paper will contribute to the knowledge and implications of organizational change, that shows change communication can affect commitment to change among employee if there is trust in the organization.

Keywords : change communication, commitment to change, organizational trust, organizational change

Conference Title : ICPPC 2017 : International Conference on Positive Psychology and Coaching

Conference Location : Bali, Indonesia

Conference Dates : October 23-24, 2017