

ABSTRAK

Dampak Moderasi Gender Terhadap *Penilaian Kinerja Manajerial Dan Perilaku Disfungsional* (Studi Kasus Putra Baru Swalayan)

Oleh:

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Penilaian kinerja manajerial memiliki peran penting dalam menilai efektivitas manajer dalam mencapai tujuan organisasi. Melalui penilaian ini, organisasi dapat mengukur kontribusi manajer terhadap pencapaian target serta memberikan umpan balik yang bermanfaat bagi pengembangan kompetensi. Namun, dalam praktiknya, penilaian kinerja sering kali tidak sepenuhnya objektif karena dipengaruhi oleh faktor eksternal, salah satunya adalah gender. Bias gender dalam evaluasi kinerja dapat menimbulkan ketidakadilan yang berdampak pada munculnya perilaku disfungsional, yakni perilaku yang bertentangan dengan kepentingan organisasi. Penelitian ini bertujuan untuk menguji pengaruh penilaian kinerja manajerial terhadap perilaku disfungsional dengan memasukkan gender sebagai variabel moderasi. Studi dilakukan di Putra Baru Swalayan, Lampung Tengah, menggunakan pendekatan kuantitatif. Data penelitian diperoleh melalui penyebaran kuesioner tertutup kepada 85 responden yang dipilih menggunakan teknik purposive sampling. Analisis data dilakukan dengan regresi moderasi menggunakan perangkat lunak SPSS versi 20. Hasil penelitian menunjukkan bahwa penilaian kinerja manajerial berpengaruh signifikan terhadap perilaku disfungsional. Semakin rendah penilaian kinerja yang diterima, semakin tinggi pula kecenderungan manajer untuk melakukan tindakan disfungsional, seperti menurunnya motivasi, munculnya konflik, atau perilaku yang merugikan organisasi. Selain itu, gender terbukti memoderasi hubungan tersebut. Temuan mengindikasikan adanya bias gender dalam evaluasi, di mana manajer perempuan cenderung memperoleh penilaian lebih rendah dibandingkan manajer laki-laki. Ketidakadilan ini berpotensi meningkatkan risiko munculnya perilaku disfungsional pada pihak yang merasa dirugikan. Temuan ini memberikan implikasi penting bagi organisasi. Sistem evaluasi kinerja perlu dirancang lebih adil, transparan, serta memperhatikan sensitivitas gender untuk meminimalkan bias. Dengan demikian, organisasi dapat menekan potensi perilaku disfungsional sekaligus menciptakan lingkungan kerja yang lebih sehat, inklusif, dan produktif.

Kunci: bias gender, penilaian kinerja manajerial, perilaku disfungsional

ABSTRACT

The Impact of Gender Moderation on Managerial Performance Assessment and Dysfunctional Behavior

(A Case Study of Putra Baru Supermarket)

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Managerial performance appraisal plays a crucial role in assessing managers' effectiveness in achieving organizational goals. Through this assessment, organizations can measure managers' contributions to target achievement and provide valuable feedback for competency development. However, in practice, performance appraisals are often not entirely objective due to the influence of external factors, one of which is gender. Gender bias in performance evaluations can lead to unfairness, which can lead to dysfunctional behavior, behavior that conflicts with organizational interests. This study aims to examine the effect of managerial performance appraisals on dysfunctional behavior by incorporating gender as a moderating variable. The study was conducted at Putra Baru Swalayan, Central Lampung, using a quantitative approach. Data were obtained through the distribution of closed-ended questionnaires to 85 respondents selected using a purposive sampling technique. Data analysis was performed using moderated regression using SPSS version 20 software. The results showed that managerial performance appraisals significantly influenced dysfunctional behavior. The lower the performance appraisal received, the higher the manager's tendency to engage in dysfunctional behavior, such as decreased motivation, the emergence of conflict, or behavior detrimental to the organization. Furthermore, gender was shown to moderate this relationship. The findings indicate a gender bias in evaluations, with female managers tending to receive lower ratings than male managers. This unfairness has the potential to increase the risk of dysfunctional behavior among those who feel disadvantaged. These findings have important implications for organizations. Performance evaluation systems need to be designed to be fairer, more transparent, and more gender-sensitive to minimize bias. This way, organizations can reduce the potential for dysfunctional behavior while creating a healthier, more inclusive, and more productive work environment.

Keywords: dysfunctional behavior, gender bias, Managerial performance appraisal