

PENGARUH *CORPORATE CULTURE* DAN *EMPLOYEE READINESS* DALAM MEWUJUDKAN VISI PT CITILINK DENGAN *EMPLOYEE WELLBEING* SEBAGAI VARIABEL MODERASI

Oleh: Adnan Husna Yusuf

ABSTRAK

Penelitian ini bertujuan untuk mengkaji secara komprehensif peran *Corporate Culture* dan *Employee Readiness* dalam mendukung perwujudan visi strategis PT Citilink Indonesia sebagai “Maskapai Penerbangan Berbiaya Rendah Berkelas Dunia”, dengan *Employee Wellbeing* sebagai variabel moderasi. Pendekatan kuantitatif digunakan dalam penelitian ini melalui metode *Partial Least Squares Structural Equation Modeling (PLS-SEM)*, yang melibatkan 250 responden dari berbagai direktorat pada PT Citilink Indonesia. Hasil analisis menunjukkan bahwa budaya perusahaan yang mengedepankan prinsip *Simple*, *Prompt*, dan *Polite* berkontribusi signifikan dalam membentuk kesiapan karyawan menghadapi dinamika perubahan organisasi. Kesiapan ini terbukti menjadi faktor krusial dalam meningkatkan efektivitas organisasi menuju pencapaian visi. Lebih lanjut, dimensi *Employee Wellbeing* meliputi aspek emosional, sosial, psikologis, dan finansial memperkuat hubungan antara *Corporate Culture* dan kesiapan individu, sehingga menciptakan sinergi yang mendukung transformasi strategis perusahaan. Temuan ini memberikan kontribusi teoritis bagi pengembangan model manajemen perubahan di sektor penerbangan serta menjadi acuan praktis dalam pengelolaan sumber daya manusia yang berorientasi pada keunggulan berkelanjutan.

Kata Kunci: *Corporate Culture*, *Employee Readiness*, *Employee Wellbeing*,

***THE INFLUENCE OF CORPORATE CULTURE AND EMPLOYEE READINESS
IN REALIZING THE VISION OF PT CITILINK WITH EMPLOYEE
WELLBEING AS A MODERATING VARIABLE***

By: Adnan Husna Yusuf

ABSTRACT

This study aims to comprehensively examine the role of Corporate Culture and Employee Readiness in supporting the realization of PT Citilink Indonesia's strategic vision as a "World-Class Low-cost Airline," with Employee Wellbeing positioned as a moderating variable. A quantitative approach was employed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method, involving 250 respondents from various directorates PT Citilink Indonesia's. The results reveal that an organizational culture emphasizing the principles of Simple, Prompt, and Polite significantly contributes to enhancing employees' readiness to embrace organizational change. This readiness is a critical factor in improving organizational effectiveness in achieving the company's vision. Furthermore, dimensions of Employee Wellbeing including emotional, social, psychological, and financial aspects strengthen the relationship between Corporate Culture and individual readiness, thereby creating a synergy that supports the company's strategic transformation. These findings offer theoretical contributions to change management models in the aviation sector and provide practical insights for human resource development focused on sustainable competitive advantage.

Keywords: Corporate Culture, Employee Readiness, Employee Wellbeing