

ABSTRACT

Companies must have an integrated roadmap so that the direction of business development is clearly visible. Among the urgent strategies to pay attention to is the mentality of being ready to change (readiness for change) in every organization, especially in global business organizations. Current situation PT. Telkom Regional 3 Bandung is continuing its transformation steps through the three digital business pillars and the main strategy of Five Bold Moves (5BM). This is done to maximize opportunities, increase competitiveness, and create value in facing challenges in 2023. This of course requires readiness for change from employees where this is influenced by various factors, one of which is organizational trust. In addition, employee involvement factors also influence employee readiness to change. This study aims to find out how organizational commitment, employee engagement and readiness change employee at PT. Telkom Regional 3 Bandung, and how much influence organizational commitment and employee engagement have on change readiness among PT. Telkom Regional 3 Bandung; either partially or simultaneously. The type of research used is quantitative, a causal relationship with a descriptive and verification approach. The population of this study was 341 people from PT. Telkom Regional 3 Bandung. The sampling technique used simple random sampling method with the number of samples determined by Solvin formula which resulted 186 respondents. The data collection technique was through questionnaires consisting of 48 questions regarding the variables studied. Data analysis technique using PLS Structural Equation Modeling (SEM).

The research results show that Employee Engagement is in the Strong category, Organizational Commitment is in the High category, readiness to change is in the Ready category, next Employee Engagement and Organizational Commitment have a significant effect on the Change Readiness of PT Telkom Regional 3 Bandung employees. The implication of the results of this research is that organizational leaders should maximize Organizational Commitment or Employee Engagement in influencing the readiness of individuals in the organization to change direction for the better.

Keywords: readiness to change, organizational commitment, employee engagement.