

Pengaruh Authentic Leadership dan Work Motivation terhadap Employee Performance yang Dimediasi oleh Job Satisfaction di AccessCo = The Influence of Authentic Leadership and Work Motivation on Employee Performance Mediated by Job Satisfaction at AccessCo

Rifqi Achmad Naufal, author

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Abstrak

Kinerja Karyawan pada lingkungan perusahaan menjadi hal yang penting untuk pertumbuhan serta perkembangan perusahaan sehingga naik dan turunnya perlu untuk diperhatikan agar menjaga keberlangsungan perusahaan dalam bersaing dengan kompetitor-kompetitornya. Penelitian ini bertujuan untuk menguji pengaruh Authentic Leadership dan Work Motivation terhadap Employee Performance dan pengaruh tidak langsung melalui mediasi Job Satisfaction. Data empiris dikumpulkan dari 190 karyawan kontrak AccessCo dengan menggunakan metode survei online. Studi ini di analisis menggunakan Structural Equation Modeling (SEM) dan Uji Inner dan Outer Model untuk menguji hipotesis yang diajukan. Hasil penelitian menunjukkan bahwa Authentic Leadership dan Work Motivation berpengaruh positif dan signifikan terhadap Employee Performance, baik secara langsung maupun melalui mediasi Job Satisfaction. Lebih lanjut, penelitian ini diharapkan dapat menjadi salah satu media pengambil keputusan atau penentuan kebijakan bagi perusahaan serta memberikan suasana baik dan meningkatkan semangat kerja para karyawan perusahaan.

.....Employee performance in the company environment is important for the growth and development of the company so employee performance increases and decreases need to be paid attention to in order to maintain the company's sustainability in competing with its competitors. This research aims to examine the influence of authentic leadership and work motivation on employee performance and the indirect influence through the mediation of job satisfaction. Empirical data was collected from 190 AccessCo contract employees using an online survey method. This study was analyzed using Structural Equation Modeling (SEM) and Inner and Outer Model Testing to test the proposed hypothesis. The research results show that authentic leadership and work motivation have a positive and significant effect on employee performance, both directly and through the mediation of job satisfaction. Furthermore, it is hoped that this research can become a medium for making decisions or determining policies for companies as well as providing a good atmosphere and increasing the work morale of company employees.