

# Analisis Pengaruh Quality of Work Life, Psychology Empowerment, dan Produktivitas Pada Perusahaan E-Commerce Selama Situasi Covid-19 = Analysis On the Influence of Quality of Work Life, Psychology Empowerment, and Productivity in E-Commerce Companies During the Covid-19 Situation

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## Abstrak

In the midst of the pandemic, e-commerce companies are rapidly growing as Indonesian citizens are having a change in lifestyle since the implementation of Work From Home. The rapid growth that the e-commerce companies experienced made an opportunity for job creation in Indonesia. Although e-commerce companies are hiring more and more people, because of the pandemic they have to implement Work From Home which comes with many shortcomings. Since the employees are working from their own home, their working environment cannot be supervised and comes with many distractions. The company cannot ensure the quality of work life nor the psychological empowerment due to this. This creates an ineffective working environment. Therefore, an analysis of the influence of Quality of Work Life and Psychological Empowerment on Productivity is conducted using the Structural Equation Modeling (SEM) method. The study was specifically directed to e-commerce employees and gained a total of 278 respondents. The result shows that Psychological Empowerment does have an effect on Productivity while Quality of Work Life had no effect on productivity but does have an effect on Psychological Empowerment. The strategy was then formulated through a literature study and using the Why How Laddering method.

..... Di tengah pandemi, perusahaan e-commerce berkembang pesat seiring dengan perubahan gaya hidup masyarakat Indonesia sejak diterapkannya Work From Home. Pesatnya pertumbuhan yang dialami oleh perusahaan-perusahaan e-commerce membuka peluang penciptaan lapangan kerja di Indonesia. Meskipun perusahaan e-commerce mempekerjakan lebih banyak orang, karena pandemi mereka harus menerapkan Work From Home yang datang dengan banyak kekurangan. Karena karyawan bekerja dari rumah mereka sendiri, lingkungan kerja mereka tidak dapat diawasi dan memiliki banyak gangguan. Perusahaan tidak dapat menjamin Quality of Work Life maupun Psychological Empowerment karena hal ini. Ini menciptakan lingkungan kerja yang tidak efektif. Oleh karena itu, analisis pengaruh Quality of Work Life dan maupun Psychological Empowerment terhadap Produktivitas dilakukan dengan menggunakan metode Structural Equation Modeling (SEM). Penelitian secara khusus ditujukan kepada karyawan e-commerce dan diperoleh total 278 responden. Hasil penelitian menunjukkan bahwa Psychological Empowerment berpengaruh terhadap Produktivitas sedangkan Quality of Work Life tidak berpengaruh terhadap produktivitas tetapi berpengaruh terhadap Psychological Empowerment. Strategi tersebut kemudian dirumuskan melalui studi literatur dan menggunakan metode Why How Laddering.