

Pengaruh Hybrid Workplace terhadap Job Performance dengan Work Engagement sebagai Variabel Mediasi pada Karyawan Startup di DKI Jakarta = The Effect of Hybrid Workplace on Job Performance with Work Engagement as a Mediating Variable among Startup Employees in DKI Jakarta

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Abstrak

Dalam konteks bisnis yang dinamis, peran sentral job performance sangat krusial dalam menentukan kesuksesan suatu organisasi. Pemahaman perusahaan terhadap faktor-faktor yang memengaruhi job performance menjadi kunci, melibatkan aspek lingkungan kerja, seperti implementasi hybrid workplace yang memberikan fleksibilitas kepada karyawan untuk memilih lokasi dan waktu kerja yang paling produktif bagi mereka, ataupun faktor lain terkait dengan pekerjaan dan karakteristik individu karyawan, yang tercermin melalui tingkat work engagement. Penelitian ini bertujuan untuk menganalisis pengaruh hybrid workplace terhadap job performance dengan work engagement sebagai variabel mediasi pada karyawan startup di DKI Jakarta. Pendekatan kuantitatif digunakan dengan menerapkan teknik purposive sampling terhadap 182 responden yang merupakan karyawan tetap di perusahaan startup di DKI Jakarta melalui Google Form. Data yang terkumpul dianalisis menggunakan teknik SEM-PLS dengan bantuan perangkat lunak SmartPLS 4 dan IBM SPSS Statistics 20. Hasil penelitian menunjukkan bahwa work engagement mampu memediasi hubungan positif dan signifikan antara hybrid workplace dan job performance. Selain itu, seluruh hubungan antar variabel juga menunjukkan pengaruh positif dan signifikan satu sama lain.

.....In a dynamic business environment, the central role of job performance is crucial in determining the success of an organization. The company's understanding of the factors that influence job performance is the key, involving aspects of the work environment, such as the implementation of a hybrid workplace that gives employees the flexibility to choose the location and time of work that is most productive for them or other factors related to work and individual employee characteristics, which are reflected through the level of work engagement. This study aims to analyze the effect of hybrid workplace on job performance with work engagement as a mediating variable for startup employees in DKI Jakarta. A quantitative approach is used by applying purposive sampling techniques to 182 respondents who are permanent employees at startup companies in DKI Jakarta through Google Form. The collected data were analyzed using SEM-PLS technique with the help of SmartPLS 4 and IBM SPSS Statistics 20 software. The results showed that work engagement was able to mediate a positive and significant relationship between hybrid workplace and job performance. In addition, all relationships between variables also show a positive and significant influence on each other.