

KONSTRUK MODEL KEPUASAN KERJA DAN BEBAN KERJA KARYAWAN TERHADAP KINERJA KARYAWAN BERBASISKAN *CORE VALUE* KEUNGGULAN BERSAING BERKELANJUTAN PERUSAHAAN DI PT XYZ

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ABSTRAK

PT XYZ merupakan salah satu perusahaan perdagangan, yang membantu produsen bahan baku kosmetik, makanan, farmasi dan kesehatan dengan produk yang dihasilkan berupa ekstraksi tumbuh-tumbuhan (dari akar, batang, daun, bunga hingga buah). Berdasarkan hasil penyebaran kuesioner *pra-survey*, wawancara maupun observasi lapangan ditemui masalah mengenai kepuasan kerja, beban kerja, kinerja karyawan. Penelitian ini bertujuan untuk mengkonstruksi model kepuasan kerja, beban kerja karyawan terhadap kinerja karyawan berbasis *core value* keunggulan bersaing berkelanjutan perusahaan. Penyebaran kuesioner dilakukan kepada karyawan pabrik PT XYZ sebanyak 104 responden. Penelitian ini menggunakan metode *Structural Equation Modelling* (SEM) yang kemudian diolah menggunakan *software AMOS*. Dari penelitian menunjukkan bahwa variabel kepuasan pelanggan dan beban kerja berpengaruh signifikan terhadap kinerja karyawan dan kinerja karyawan berpengaruh signifikan terhadap keunggulan bersaing berkelanjutan.

Kata Kunci : Keunggulan Bersaing Berkelanjutan, Kinerja Karyawan dan SEM

**CONSTRUCTION MODEL OF JOB SATISFACTION AND
EMPLOYEE WORKLOAD ON EMPLOYEE PERFORMANCE
BASED ON CORE VALUE SUSTAINABLE COMPETITIVE
ADVANTAGE OF THE COMPANY AT PT XYZ**

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ABSTRACT

PT XYZ is a trading company, which helps producers of cosmetic, food, pharmaceutical and health raw materials with the resulting products in the form of plant extraction (from roots, stems, leaves, flowers to fruit). Based on the results of distributing pre-survey questionnaires, interviews and field observations, problems were encountered regarding job satisfaction, workload, and employee performance. This study aims to construct a model of job satisfaction, employee workload on employee performance based on the core value of the company's sustainable competitive advantage. Questionnaires were distributed to PT XYZ factory employees as many as 104 respondents. This study used the Structural Equation Modeling (SEM) method which was then processed using AMOS software. The research shows that the variables of customer satisfaction and workload have a significant effect on employee performance and employee performance have a significant effect on sustainable competitive advantage.

Keywords : Sustainable Competitive Advantage, Employee Performance and SEM