

The Influence of Work Motivation, Quality of Work Life, and Perceived Organizational Support on Job Satisfaction at Gramedia Store in The Jakarta Region

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ABSTRACT

Job satisfaction reflects the extent to which a job fulfills employees' needs, expectations, and personal values. However, in practice, employee's levels of job satisfaction are not always optimal. Gallup International (2024) reported that the level of job satisfaction rate in Indonesia was 63%. Therefore, companies to pay particular attention to managing job satisfaction, especially among operational employees who play an essential role in supporting the company's daily operations. This study employed a quantitative approach by collecting data through a questionnaire using a probability sampling technique. A sample of 50 respondents was involved, and the data were analyzed using SEM-PLS method with SmartPLS 4.0. The results of the study demonstrate that: (1) Work Motivation has a positive and significant effect on Job Satisfaction; (2) Quality of Work Life has a positive and significant effect on Job Satisfaction; (3) Perceived organizational support has a non-significant and zero effect on Job Satisfaction.

Keywords: *Work Motivation, Quality of Work Life, Perceived Organizational Support, and Job Satisfaction*

Pengaruh *Work Motivation*, *Quality of Work Life*, dan *Perceived Organizational Support* terhadap *Job Satisfaction* pada Gramedia Store Wilayah Jakarta

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ABSTRAK

Job satisfaction menunjukkan seberapa besar pekerjaan dapat melengkapi kebutuhan, harapan, dan nilai - nilai individu karyawan. Namun, dalam praktiknya tingkat *job satisfaction* karyawan tidak selalu berada pada kondisi *optimal*. *Gallup International (2024)* menyatakan bahwa tingkat *job satisfaction* di Indonesia sebesar 63%. Oleh sebab itu, diperlukan perhatian khusus dari perusahaan untuk mengelola *job satisfaction*, khususnya pada karyawan operasional yang berperan dalam mendukung aktivitas perusahaan. Data dikumpulkan melalui pendekatan kuantitatif, yaitu kuesioner menggunakan teknik *probability sampling*. Jumlah sampel yang terlibat sebanyak 50 responden dan diolah melalui metode SEM-PLS pada SmartPLS 4.0. Hasil penelitian membuktikan bahwa: (1) *Work Motivation* berpengaruh positif dan signifikan terhadap *Job Satisfaction*; (2) *Quality of Work Life* berpengaruh positif dan signifikan terhadap *Job Satisfaction*; (3) *Perceived organizational support* tidak berpengaruh signifikan terhadap *Job Satisfaction*.

Kata Kunci: *Work Motivation*, *Quality of Work Life*, *Perceived Organizational Support*, dan *Job Satisfaction*