

THE EFFECT OF COMPENSATION AND CAREER DEVELOPMENT ON EMPLOYEE SATISFACTION WITH WORK MOTIVATION AS A MEDIATING VARIABLE AT PT KARUNIA CITRA INDONESIA

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Abstract

This study aims to examine the effect of compensation and career development on employee satisfaction with work motivation as a mediating variable at PT Karunia Citra Indonesia. This research employed a quantitative approach by distributing questionnaires to all employees of PT Karunia Citra Indonesia. Data were analyzed using the Partial Least Squares-Structural Equation Modeling (PLS-SEM) method with SmartPLS software through outer model evaluation, inner model evaluation, and hypothesis testing. The findings indicate that compensation has a positive and significant effect on employee satisfaction, career development has a positive and significant effect on employee satisfaction, and work motivation also has a positive and significant effect on employee satisfaction. Furthermore, compensation and career development significantly influence work motivation. The results also demonstrate that work motivation mediates the relationship between compensation and employee satisfaction as well as between career development and employee satisfaction. These findings imply that implementing a fair compensation system, providing structured career development opportunities, and enhancing employee work motivation can significantly improve employee satisfaction. Therefore, the company is recommended to strengthen its compensation policies, expand career development programs, and foster a supportive work environment that enhances employee motivation in order to achieve organizational goals.

Keywords: *Compensation, Career Development, Work Motivation, Employee Satisfaction, PLS-SEM.*

PENGARUH KOMPENSASI, DAN PENGEMBANGAN KARIR TERHADAP KEPUASAN KARYAWAN DENGAN MOTIVASI SEBAGAI VARIABEL MEDIASI DI PERUSAHAAN PT KARUNIA CITRA INDONESIA

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh kompensasi dan pengembangan karir terhadap kepuasan karyawan dengan motivasi kerja sebagai variabel mediasi pada PT Karunia Citra Indonesia. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik pengumpulan data melalui penyebaran kuesioner kepada seluruh karyawan PT Karunia Citra Indonesia. Analisis data dilakukan menggunakan metode *Partial Least Squares-Structural Equation Modeling* (PLS-SEM) dengan bantuan perangkat lunak SmartPLS melalui pengujian outer model, inner model, dan uji hipotesis. Hasil penelitian menunjukkan bahwa kompensasi berpengaruh positif dan signifikan terhadap kepuasan karyawan, pengembangan karir berpengaruh positif dan signifikan terhadap kepuasan karyawan, serta motivasi kerja juga berpengaruh positif dan signifikan terhadap kepuasan karyawan. Selain itu, kompensasi dan pengembangan karir terbukti berpengaruh positif dan signifikan terhadap motivasi kerja. Hasil penelitian juga membuktikan bahwa motivasi kerja mampu memediasi pengaruh kompensasi dan pengembangan karir terhadap kepuasan karyawan. Temuan penelitian ini mengindikasikan bahwa peningkatan sistem kompensasi yang adil, program pengembangan karir yang terarah, serta peningkatan motivasi kerja dapat meningkatkan kepuasan karyawan secara optimal.

Kata Kunci: Kompensasi, Pengembangan Karir, Motivasi Kerja, Kepuasan Karyawan, PLS-SEM.