

ABSTRAK

Mira Santiawaty (01628200017)

DAMPAK *WORK FROM HOME* TERHADAP *WORK-LIFE BALANCE*, *JOB SATISFACTION* DAN *EMPLOYEE PRODUCTIVITY* SELAMA PANDEMI COVID-19 DI SEKTOR TELEKOMUNIKASI INDONESIA

(xvi + 95 halaman; 11 gambar; 19 tabel; 7 lampiran)

Pandemi COVID-19 telah mengubah perilaku kerja ataupun kegiatan usaha di masyarakat, dampak pandemi mengakibatkan banyak perusahaan mendorong karyawannya bekerja secara *remote* sebagai respon terhadap kebijakan pemerintah dalam menangkal penyebaran virus COVID-19. Hal ini telah menciptakan suatu kebiasaan baru atau dikenal dengan era normal baru. Studi ini bertujuan untuk menganalisis dampak bekerja dari rumah (*Work From Home*) terhadap produktivitas kerja karyawan dan kemampuan karyawan untuk menyeimbangkan pekerjaan dengan kehidupan pribadinya selama bekerja dari rumah, serta bagaimana kepuasan karyawan terhadap pekerjaannya, studi ini secara khusus diarahkan kepada karyawan sektor usaha telekomunikasi di Indonesia yang telah terbiasa bekerja secara *remote* sebelum pandemi COVID-19 terjadi. Studi ini menggunakan data primer dengan mengumpulkan kuesioner dari karyawan telekomunikasi di Jabodetabek terutama yang berfokus kepada layanan segmen Korporasi atau *Business to Business (B2B)*, untuk memahami perspektif mereka tentang bekerja dari rumah. Temuan dinilai dan dianalisis dengan menggunakan aplikasi SmartPLS™ berdasarkan 214 set kuesioner yang berhasil dikumpulkan melalui survei online terhadap 214 karyawan. Hasil penelitian menunjukkan bahwa bekerja dari rumah berdampak positif terhadap produktivitas karyawan dan kinerja perusahaan, kepuasan terhadap pekerjaan dan keseimbangan kehidupan karyawan.

Referensi : 92 (1990 - 2021)

Kata kunci : Bekerja dari rumah/WFH; Keseimbangan kehidupan kerja; Kepuasan kerja; Produktivitas karyawan

ABSTRACT

Mira Santiawaty (01628200017)

IMPACT OF WORK FROM HOME ON WORK-LIFE BALANCE, JOB SATISFACTION AND EMPLOYEE PRODUCTIVITY DURING THE COVID-19 PANDEMIC IN INDONESIA'S TELECOMMUNICATIONS SECTOR

(xvi + 95 pages; 11 figures; 19 tables; 7 appendices)

The COVID-19 pandemic has changed work behavior or business activities in society, the impact of the pandemic has made many companies encouraging their employees to work remotely as a response to government policies in preventing the spread of the COVID-19 virus. This has created a new behavior or known as the new normal era. This study aims to analyze the impact of working from home (Work From Home) on employee work productivity and the ability of employees to balance work with their personal lives while working from home, as well as how employee satisfaction with their work, this study is specifically directed to employees of the telecommunication business sector in Indonesia, which was accustomed to working remotely before the COVID-19 pandemic occurred. This study uses primary data by collecting questionnaires from telecom employees in Jabodetabek, especially those that focus on Corporate or Business to Business (B2B) segment services, to understand their perspectives on working from home. Findings were assessed and analyzed using the SmartPLS™ application based on 214 questionnaire sets that were successfully collected through an online survey of 214 employees. The results of the study show that working from home has a positive impact on employee productivity and company performance, job satisfaction and employee life balance.

Reference : 92 (1990 - 2021)

Key words : job productivity; job satisfaction ; WFH; work-life balance