

## ABSTRAK

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**PENGARUH PELATIHAN, MOTIVASI, DAN *DIGITAL MARKETING* TERHADAP *EMPLOYEE PERFORMANCE* PELANGGAN DENGAN *EMPLOYEE ENGAGEMENT* SEBAGAI VARIABEL MEDIASI (9 + 76 halaman: 12 gambar; 23 tabel; 5 lampiran)**

Pandemi *Covid 19* yang menimpa dunia menyebabkan banyak bisnis mengalami penurunan penjualan dan menjadi masalah. Namun ada beberapa bisnis yang dapat bertahan dan bahkan mengalami kenaikan penjualan pada saat pandemi *Covid*. Untuk mencapai kenaikan penjualan terutama dipengaruhi oleh kinerja karyawan atau *employee performance* yang bergantung kepada beberapa faktor diantaranya pelatihan, motivasi, *digital marketing* dan *employee engagement*. Penelitian ini bertujuan untuk menganalisa pengaruh dari pelatihan dan motivasi terhadap *employee performance* dengan *employee engagement* sebagai variabel mediasi, serta pengaruh dari *digital marketing* terhadap *employee performance*. Sampel penelitian diambil dari sebuah perusahaan broker *real estate* di Jakarta Barat, Indonesia. Responden dari penelitian adalah para karyawan yang bekerja pada divisi penjualan properti dari perusahaan tersebut. Dengan menggunakan teknik pengumpulan data menggunakan kuesioner *online* terdapat 52 responden yang didapatkan dari *ERA Property* Jakarta Barat. Analisis metode penelitian menggunakan *Partial Least Square Structural Equation Model* (PLS-SEM). Penemuan Empiris membuktikan bahwa pelatihan mempunyai pengaruh signifikan terhadap *employee performance*, sementara motivasi tidak signifikan, *digital marketing* juga signifikan terhadap *employee performance*. *Employee engagement* secara langsung mempengaruhi *employee performance*, dan efek mediasi melalui pelatihan juga memiliki pengaruh signifikan terhadap *employee performance*. Sedangkan efek mediasi melalui motivasi tidak berpengaruh signifikan terhadap *employee performance*. Hasil penelitian ini juga memiliki implikasi manajerial dan pandangan baru mengenai hubungan antara *employee engagement* yang baik dengan pelatihan yang diberikan dapat meningkatkan *employee performance*, *digital marketing* juga meningkatkan *employee performance* dalam penjualan, serta motivasi harus diberikan dengan pendekatan yang sesuai dan aktif agar dapat memberikan hasil sesuai dengan yang diinginkan.

**Kata Kunci:**

pelatihan, motivasi, *digital marketing*, *employee engagement*, *employee performance*

## **ABSTRACT**

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***THE INFLUENCE OF TRAINING, MOTIVATION, AND DIGITAL MARKETING ON CUSTOMER EMPLOYEE PERFORMANCE WITH EMPLOYEE ENGAGEMENT AS A MEDIATING VARIABLE (9 + 76 pages: 12 figures; 23 tables; 5 appendices)***

*The Covid 19 pandemic that hit the world caused many businesses to experience a decline in sales and became a problem. But some businesses can survive and even experience an increase in sales during the Covid pandemic. To achieve an increase in sales is mainly influenced by employee performance or employee performance which depends on several factors including training, motivation, digital marketing, and employee engagement. This study aims to analyze the effect of training and motivation on employee performance with employee engagement as a mediating variable, as well as the effect of digital marketing on employee performance. The research sample was taken from a real estate brokerage company in West Jakarta, Indonesia. The respondents were employees working in the property sales division of the company. By using data collection techniques using an online questionnaire there were 52 respondents obtained from ERA Property West Jakarta. Analysis of research methods using Partial Least Square Structural Equation Model (PLS-SEM). Empirical findings prove that training has a significant effect on employee performance, while motivation is not significant, digital marketing is also significant to employee performance. Employee engagement directly affects employee performance, and the mediating effect through training also has a significant effect on employee performance. While the mediating effect through motivation has no significant effect on employee performance. The results of this study also have managerial implications and new views on the relationship between good employee engagement and training provided can improve employee performance, digital marketing also improves employee performance in sales, and motivation must be given with an appropriate and active approach in order to produce the desired results.*

**Keywords:**

*training, motivation, digital marketing, employee engagement, employee performance*