

ABSTRAK

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FAKTOR-FAKTOR YANG MEMPENGARUHI *JOB PERFORMANCE* PADA KARYAWAN GEN-Z DI PT XYZ

(xvii + 93 halaman: 27 tabel, 5 gambar, 3 lampiran)

Penelitian ini bertujuan untuk menganalisis beberapa faktor yang dapat mempengaruhi kinerja karyawan Generasi Z PT XYZ. Faktor-faktor yang dianalisis dalam penelitian ini adalah kepemimpinan transformasional digital, kepuasan kerja, dan komitmen afektif. Penelitian ini menggunakan *digital transformational leadership*, *job satisfaction*, *affective commitment*, dan *trust* sebagai variabel independen untuk menguji pengaruhnya terhadap *job performance* dengan variabel *financial reward* dan *non-financial reward* sebagai variabel moderasi. Data yang dikumpulkan adalah data kuantitatif yang diperoleh melalui kuesioner secara daring dari seluruh responden karyawan Gen-Z PT XYZ. Data yang diperoleh selanjutnya dianalisis menggunakan perangkat lunak SmartPLS 4.0. Hasil penelitian menyatakan bahwa *digital transformational leadership* berpengaruh terhadap *job performance*, *trust*, dan *affective commitment*, tetapi tidak berpengaruh terhadap *job satisfaction*. Selain itu, diperoleh hasil bahwa *trust* dan *job satisfaction* berpengaruh terhadap *job satisfaction*, sementara *affective commitment* tidak memberikan pengaruh bagi *job satisfaction*. Terdapat pula pengaruh dari *job satisfaction* terhadap *affective commitment*. Sebagai variabel moderasi, *financial reward* memiliki efek moderasi terhadap hubungan *job satisfaction* dan *job performance*, tetapi tidak pada hubungan *digital transformational leadership* dan *job performance*. Di sisi lain, *non-financial reward* tidak memiliki efek moderasi terhadap hubungan *job satisfaction* dan *job performance*, tetapi memberikan efek moderasi pada hubungan *digital transformational leadership* dan *job performance*.

Referensi: 57 (1965 – 2023)

Kata Kunci: *Affective commitment*, *digital transformational leadership*, *job performance*, *job satisfaction*, *trust*.

ABSTRACT

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FACTORS INFLUENCING JOB PERFORMANCE ON GEN-Z EMPLOYEES AT PT XYZ

(xvii + 93 pages: 27 tables, 5 figures, 3 appendices)

This research aims to analyze several factors that can influence the job performance of Generation Z employees at PT XYZ. The factors analyzed in this study are digital transformational leadership, job satisfaction, and affective commitment. This study uses digital transformational leadership, job satisfaction, affective commitment, and trust as independent variables to test their influence on job performance with financial reward and non-financial reward variables as moderating variables. The collected data is quantitative data obtained through online questionnaires from all of the Gen-Z employee respondents at PT XYZ. The data obtained is then analyzed using SmartPLS 4.0 software. The results of the study state that digital transformational leadership affects job performance, trust, and affective commitment, but does not affect job satisfaction. In addition, it was found that trust and job satisfaction affect job satisfaction, while affective commitment does not have an influence on job satisfaction. There is also an influence of job satisfaction on affective commitment. As a moderating variable, financial reward has a moderating effect on the relationship between job satisfaction and job performance, but not on the relationship between digital transformational leadership and job performance. On the other hand, non-financial reward does not have a moderating effect on the relationship between job satisfaction and job performance, but provides a moderating effect on the relationship between digital transformational leadership and job performance.

References: 57 (1965 – 2023)

Keywords: *Affective commitment, digital transformational leadership, job performance, job satisfaction, trust.*