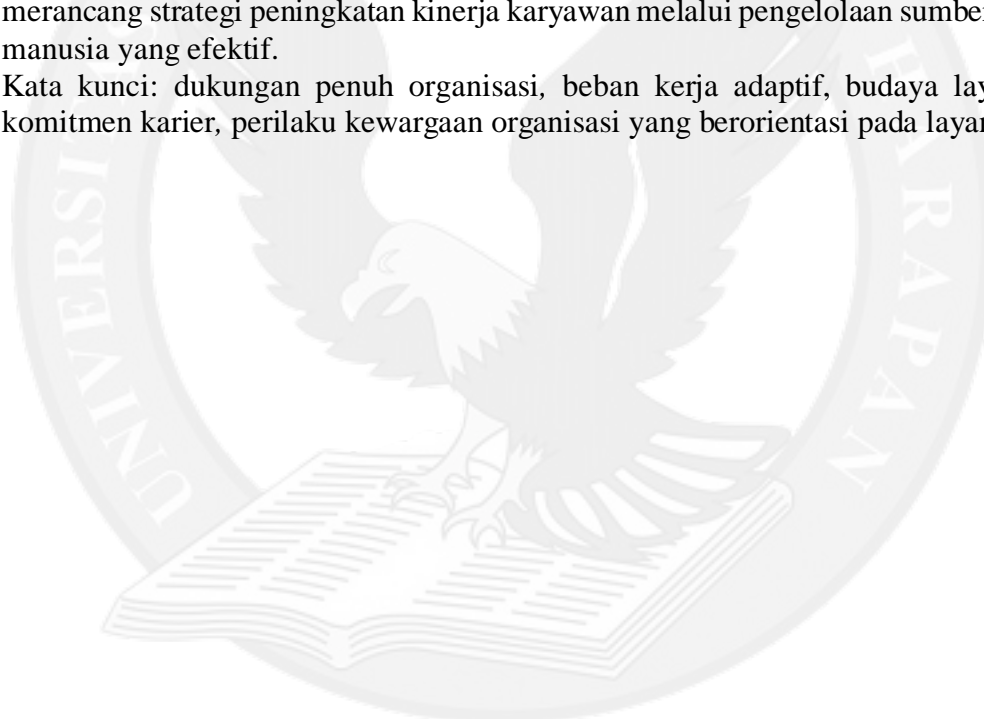


ABSTRAK

Kinerja karyawan merupakan elemen krusial dalam keberhasilan industri perhotelan, khususnya hotel bintang lima dengan standar pelayanan tinggi. Penelitian ini bertujuan menguji pengaruh dukungan penuh organisasi, beban kerja adaptif, dan budaya layanan terhadap komitmen karier serta kinerja karyawan lini depan di hotel bintang lima di Bandung. Selain itu, penelitian mengeksplorasi peran mediasi komitmen karier dan perilaku kewargaan organisasi yang berorientasi pada layanan dalam pengaruh antarvariabel tersebut. Penelitian kuantitatif ini menggunakan kuesioner berbasis skala Likert lima poin, dengan 175 responden yang dipilih melalui *purposive sampling*. Analisis data dilakukan menggunakan *Partial Least Square-Structural Equation Modeling (PLS-SEM)* dengan SmartPLS. Hasil penelitian menunjukkan bahwa dukungan penuh organisasi dan budaya layanan memiliki pengaruh positif signifikan, sedangkan beban adaptif berpengaruh positif signifikan terhadap komitmen karier dan kinerja karyawan. Komitmen karier memediasi pengaruh dukungan penuh organisasi, beban adaptif, dan budaya layanan terhadap kinerja, sementara perilaku kewargaan organisasi yang berorientasi pada layanan memediasi pengaruh antara komitmen karier dan kinerja. Penelitian ini menawarkan kontribusi praktis bagi manajemen hotel dalam merancang strategi peningkatan kinerja karyawan melalui pengelolaan sumber daya manusia yang efektif.

Kata kunci: dukungan penuh organisasi, beban kerja adaptif, budaya layanan, komitmen karier, perilaku kewargaan organisasi yang berorientasi pada layanan



ABSTRACT

Employee performance is a crucial element in the success of the hospitality industry, especially in five-star hotels with high service standards. This study aims to examine the influence of perceived organizational support, workload adaptable, and service culture on career commitment and employee performance among frontline employees in five-star hotels in Bandung. Additionally, the study explores the mediating roles of career commitment and service-oriented organizational citizenship behavior in the relationships between these variables. This quantitative study utilizes a questionnaire based on a five-point likert scale, distributed to 175 respondents selected through purposive sampling. Data analysis was conducted using Partial Least Square-Structural Equation Modeling (PLS-SEM) with SmartPLS software. The results indicate that perceived organizational support and service culture have a significant positive effect, while workload adaptable has a significant positive effect on career commitment and employee performance. Career commitment mediates the impact of perceived organizational support, workload adaptable, and service culture on performance, while service-oriented organizational citizenship behavior mediates the relationship between career commitment and employee performance. This study provides practical insights for hotel management in designing effective human resource strategies to enhance employee performance.

Keywords: *perceived organizational support, workload adaptable, service culture, career commitment, service-oriented organizational citizenship behavior, employee performance.*

