

ABSTRAK

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**PENGARUH *INTERNAL MARKET ORIENTED CULTURE*,
COLLABORATION CLIMATE DAN *PERCEIVED ORGANIZATIONAL
SUPPORT* TERHADAP *JOB SATISFACTION* YANG DIMEDIASI OLEH
WORK ENGAGEMENT DI RS XYZ KOTA BATAM**

(xv + 119 halaman; 3 gambar; 18 tabel; 4 lampiran)

Kepuasan kerja memainkan peran penting dalam sektor kesehatan. Penelitian ini bertujuan untuk menentukan pengaruh budaya berorientasi pasar internal, iklim kolaboratif, dan dukungan organisasi yang dirasakan terhadap kepuasan kerja yang dimediasi oleh keterlibatan kerja. Desain penelitian ini bersifat kuantitatif dan dilakukan dalam jangka waktu tertentu. Teknik pengambilan sampel menggunakan metode sensus. Sebanyak 98 petugas rumah sakit di Batam menjadi responden penelitian. Metode analisis data menggunakan PLS-SEM. Hasil penelitian menunjukkan bahwa budaya berorientasi pasar internal, iklim kolaboratif, dan dukungan organisasi yang dirasakan masing-masing berpengaruh positif terhadap keterlibatan kerja. Namun, budaya berorientasi pasar internal, iklim kolaboratif, dan dukungan organisasi yang dirasakan tidak berpengaruh terhadap kepuasan kerja. Selain itu, keterlibatan kerja tidak mampu memediasi pengaruh budaya berorientasi pasar internal, iklim kolaboratif, dan dukungan organisasi yang dirasakan terhadap kepuasan kerja. Penelitian ini memberikan perspektif baru mengenai dinamika kepuasan kerja dalam sektor kesehatan, khususnya bagi perawat di rumah sakit. Hasilnya menambahkan konteks spesifik mengenai bagaimana faktor seperti Iklim Kolaborasi (CC) dan Dukungan Organisasi yang Dirasakan (POS) memengaruhi Keterlibatan Kerja (WE) dan Kepuasan Kerja (JS).

Kata Kunci: Iklim Kolaborasi, Budaya Berorientasi Pasar Internal, Kepuasan Kerja, Dukungan Organisasi yang Dirasakan, dan Keterlibatan Kerja.

Referensi: 85 (2002-2023)

ABSTRACT

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THE INFLUENCE OF INTERNAL MARKET ORIENTED CULTURE, COLLABORATION CLIMATE AND PERCEIVED ORGANIZATIONAL SUPPORT ON JOB SATISFACTION MEDIATED BY WORK ENGAGEMENT AT XYZ HOSPITAL, BATAM CITY

(xv + 119 pages; 3 figures; 18 tables; 4 appendices)

Job satisfaction plays an important role in the healthcare sector. This study aims to determine the effect of internal market-oriented culture, collaborative climate and perceived organizational support on job satisfaction mediated by work engagement. The research design is quantitative and conducted over a period of time. The sampling technique uses the census method. A total of 98 Batam hospital officers became research respondents. The data analysis method uses PLS-sem. The results of the study indicate that internal market-oriented culture, collaborative climate and perceived organizational support each have a positive effect on work engagement. Internal market-oriented culture, collaborative climate, and perceived organizational support each do not affect job satisfaction. Work engagement is unable to mediate the influence of internal market-oriented culture, collaborative climate, and perceived organizational support on job satisfaction. This study provides a new perspective on the dynamics of job satisfaction in the healthcare sector, especially for nurses in hospitals. The results add specific context to how factors such as Collaboration Climate (CC) and Perceived Organizational Support (POS) affect Work Engagement (WE) and Job Satisfaction (JS).

Keywords: *Collaboration climate, internal market oriented culture, job satisfaction, perceived organizational support, work engagement.*

References: 85 (2002-2023)