

ABSTRAK

Kadek Sri Anjivani (02619230022)

ANALISIS PENGARUH *PERSON JOB FIT*, *PERSON ORGANIZATIONAL FIT*, *PERCEIVED SUPERVISOR SUPPORT* DAN *WORK ENVIRONMENT* TERHADAP *EMPLOYEE ROYALTY* YANG DI MEDIASI *JOB SATISFACTION* PADA LYD GROUP BALI

Karyawan merupakan aset terpenting di dalam suatu perusahaan atau organisasi karena merupakan salah satu roda penggerak perusahaan untuk mencapai tujuan atas dasar visi misi perusahaan. Sehingga perusahaan perlu memperhatikan berbagai aspek dari sisi sumber daya manusia dalam perusahaan mereka. Peneliti menggunakan beberapa variabel yaitu *person job fit*, *person organizational fit*, *perceived supervisor support*, *work environment*, Job Satisfaction dan Employee Royalty. Dalam penelitian ini, metode yang digunakan adalah *non-probability sampling*. Penelitian ini ditujukan langsung kepada seluruh karyawan di LYD Group sesuai dengan kriteria yang dibutuhkan oleh peneliti dan data-data tersebut dikumpulkan menggunakan kuesioner secara *online* untuk mempermudah peneliti dalam pengumpulan data. Penelitian ini menggunakan analisis SEM (Structural Equation Modeling) dengan aplikasi PLS-SEM. Hasil dari penelitian ini menunjukkan bahwa pengaruh dari adanya mediasi Job Satisfaction dari setiap hubungan variabel independen terhadap variabel dependen positif dan signifikan. Hasil penelitian ini berguna bagi perusahaan sebagai bahan evaluasi untuk pada bagian variabel yang memiliki hasil terkecil untuk menjadi topik yang akan di evaluasi perusahaan kedepannya.

Kata Kunci: Person Job Fit, Person Organizational Fit, Perceived Supervisor Support, Work Environment, Job Satisfaction, Employee Royalty.

ABSTRACT

Kadek Sri Anjivani (02619230022)

ANALYSIS OF THE INFLUENCE OF PERSON JOB FIT, PERSON ORGANIZATIONAL FIT, PERCEIVED SUPERVISOR SUPPORT AND WORK ENVIRONMENT ON EMPLOYEE LOYALTY MEDIATED BY JOB SATISFACTION AT LYD GROUP BALI

Employees are the most important asset in a company or organization because they are one of the company's driving wheels to achieve goals based on the company's vision and mission. So companies need to pay attention to various aspects of human resources in their company. Researchers used several variables, namely person job fit, person organizational fit, perceived supervisor support, work environment, job satisfaction and employee loyalty. In this research, the method used is non-probability sampling. This research was aimed directly at all employees at the LID Group in accordance with the criteria required by researchers and the data was collected using an online questionnaire to make it easier for researchers to collect data. This research uses SEM (Structural Equation Modeling) analysis with the PLS-SEM application. The results of this research show that the mediating effect of job satisfaction on each independent variable's relationship to the dependent variable is positive and significant. The results of this research are useful for companies as evaluation material for the variables that have the smallest results to become topics that will be evaluated by the company in the future.

Keywords: Person Job Fit, Person Organizational Fit, Perceived Supervisor Support, Work Environment, Job Satisfaction, Employee Royalty.