

ABSTRAK

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ANALISIS PENGARUH *INTERNAL BRANDING*, *AFFECTIVE COMMITMENT*, DAN *EMPLOYEE ENGAGEMENT* TERHADAP *EMPLOYEE PERFORMANCE* DENGAN MODERASI LINGKUNGAN KERJA PADA PT. GAPURA ANGKASA

(xiii + 241 halaman; 21 tabel; 3 gambar; 6 lampiran)

Penelitian ini mengeksplorasi Pengaruh *Internal Branding*, *Affective Commitment*, dan *Employee Engagement* terhadap *Employee Performance* dengan moderasi Lingkungan Kerja pada PT. Gapura Angkasa, Indonesia. Dengan pendekatan kuantitatif berbasis paradigma positivisme, penelitian ini melibatkan 180 responden yang dianalisis menggunakan metode Structural Equation Modeling (SEM) dengan pendekatan Partial Least Square (PLS). Hasil penelitian menunjukkan bahwa *Internal Branding* tidak memiliki pengaruh signifikan terhadap keterlibatan karyawan dan kepuasan kerja. Namun, *Internal Branding* memiliki pengaruh signifikan dan sangat kuat terhadap lingkungan kerja, yang pada gilirannya berkontribusi positif terhadap komitmen afektif karyawan. Lingkungan kerja terbukti berpengaruh signifikan terhadap komitmen afektif, sementara komitmen afektif menunjukkan pengaruh signifikan terhadap keterlibatan karyawan dan kepuasan kerja. Selain itu, keterlibatan karyawan dan kepuasan kerja masing-masing memiliki pengaruh signifikan terhadap kinerja karyawan. Temuan ini menggarisbawahi pentingnya lingkungan kerja yang kondusif dan penguatan komitmen afektif sebagai faktor kunci dalam meningkatkan keterlibatan, kepuasan, dan kinerja karyawan. Implikasi manajerial dari penelitian ini menyoroti perlunya PT. Gapura Angkasa untuk memperkuat *Internal Branding*, meningkatkan kualitas lingkungan kerja, dan membangun hubungan emosional yang lebih kuat antara perusahaan dan karyawan guna mencapai kinerja yang optimal.

Kata Kunci : *Internal Branding*, lingkungan kerja, komitmen afektif, keterlibatan karyawan, kepuasan kerja, kinerja karyawan.

Referensi : 53 (2000-2024)

ABSTRACT

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ANALYSIS OF THE INFLUENCE OF INTERNAL BRANDING, AFFECTIVE COMMITMENT, AND EMPLOYEE ENGAGEMENT ON EMPLOYEE PERFORMANCE WITH WORK ENVIRONMENT MODERATION AT PT. GAPURA ANGKASA

(xiii + 241 pages; 21 tables; 3 figure; 6 appendices)

This study explores the Influence of Internal Branding, Affective Commitment, and Employee Engagement on Employee Performance with the moderation of the Work Environment at PT. Gapura Angkasa, Indonesia. With a quantitative approach based on the positivism paradigm, this study involved 180 respondents who were analyzed using the Structural Equation Modeling (SEM) method with the Partial Least Square (PLS) approach. The results of the study show that Internal Branding does not have a significant influence on employee engagement and job satisfaction. However, Internal Branding has a significant and very strong influence on the work environment, which in turn contributes positively to employee affective commitment. The work environment was shown to have a significant effect on affective commitment, while affective commitment showed a significant influence on employee engagement and job satisfaction. Additionally, employee engagement and job satisfaction each have a significant influence on Employee Performance. These findings underscore the importance of a conducive work environment and strengthening affective commitment as key factors in improving employee engagement, satisfaction, and performance. The managerial implications of this study highlight the need for PT. Gapura Angkasa to strengthen Internal Branding, improve the quality of the work environment, and build a stronger emotional relationship between the company and employees to achieve optimal performance.

Keywords: *Internal Branding, work environment, affective commitment, employee engagement, job satisfaction, Employee Performance.*

References: 53 (2000-2024)