

ABSTRAK

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PENGARUH *STRATEGIC HUMAN RESOURCE MANAGEMENT* DAN *RULE BREAKING* YANG DIMODERASI OLEH *SERVANT LEADERSHIP* YANG MEMPENGARUHI *JOB SATISFACTION* DAN *WORK ENGAGEMENT* TERHADAP *ADAPTIVE PERFORMANCE* DI PT XYZ

(xviii + 119; 31 tabel; 11 gambar; 21 lampiran)

Industri manufaktur kosmetik yang semakin dinamis sehingga membutuhkan kemampuan kinerja adaptif karyawan untuk mempertahankan keunggulan yang kompetitif. Penelitian ini menganalisis pengaruh *Strategic Human Resource Management* (SHRM), *rule breaking*, *servant leadership*, *job satisfaction* dan *work engagement* dalam meningkatkan *adaptive performance*. Studi ini dilatar belakangi oleh kebutuhan bisnis pada PT XYZ dalam menyesuaikan proses produksi dengan tren pasar dan permintaan pelanggan yang spesifik dan cepat berubah. Penelitian ini menggunakan pendekatan kuantitatif, data yang dikumpulkan sebanyak 85 responden dari karyawan tetap bagian produksi dengan masa kerja minimal satu tahun di PT XYZ melalui kuesioner *online*. Pengolahan data dilakukan dengan menggunakan pendekatan metode *partial least square structural equation modeling* (PLS-SEM) melalui perangkat lunak SmartPLS 4. Hasil menunjukkan bahwa SHRM berpengaruh positif terhadap *job satisfaction*, namun tidak signifikan terhadap *rule breaking*. *Servant leadership* berpengaruh positif terhadap *job satisfaction* dan *work engagement*, tetapi tidak terhadap *rule breaking* dan memoderasi hubungan SHRM dengan variabel lainnya. *Work engagement* dan *job satisfaction* memiliki pengaruh signifikan terhadap *adaptive performance*. Hasil penelitian ini menghasilkan implikasi manajerial untuk membantu PT XYZ terhadap peningkatan *adaptive performance*. Terdapat beberapa keterbatasan pada penelitian ini disertai rekomendasi untuk penelitian selanjutnya.

Kata Kunci: *Strategic Human Resource Management, Rule Breaking, Servant Leadership, Job Satisfaction, Work Engagement, Adaptive Performance*

Referensi : 46 (2016-2025)

ABSTRACT

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THE INFLUENCE OF STRATEGIC HUMAN RESOURCE MANAGEMENT AND RULE BREAKING MODERATED BY SERVANT LEADERSHIP THAT AFFECTS JOB SATISFACTION AND WORK ENGAGEMENT ON ADAPTIVE PERFORMANCE IN INDIKATOR XYZ

(xviii + 119; 31 tables; 11 figures; 21 attachments)

The increasingly dynamic cosmetics manufacturing industry requires employees to have adaptive performance capabilities in order to maintain competitive advantage. This study analyzes the influence of Strategic Human Resource Management (SHRM), rule breaking, servant leadership, job satisfaction, and work engagement in improving adaptive performance. This study is motivated by the business needs of PT XYZ in adjusting its production processes to market trends and specific and rapidly changing customer demands. This study employs a quantitative approach, with data collected from 85 respondents permanent production department employees with a minimum of one year of service at PT XYZ via an online questionnaire. Data analysis was conducted using the partial least squares structural equation modeling (PLS-SEM) method through the SmartPLS 4 software. The results indicate that SHRM has a positive influence on job satisfaction but is not significant in terms of rule breaking. Servant leadership has a positive influence on job satisfaction and work engagement, but not on rule breaking, and moderates the relationship between SHRM and other variables. Work engagement and job satisfaction have a significant influence on adaptive performance. The findings of this study provide managerial implications to assist PT XYZ in improving adaptive performance. There are several limitations to this study, along with recommendations for future research.

Keywords: *Strategic Human Resource Management, Rule Breaking, Servant Leadership, Job Satisfaction, Work Engagement, Adaptive Performance*

References: 46 (2016-2025)