

ABSTRAK

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PENGARUH ICT *DEMAND* DAN ICT *RESOURCES* TERHADAP *JOB SATISFACTION* MELALUI *WORK-FAMILY BALANCE* SEBAGAI VARIABEL *INTERVENING* PADA PERUSAHAAN *BEAUTY INDUSTRY* DI PT XYZ

(xvi + 290 halaman; 24 tabel; 25 gambar; 11 lampiran)

Penelitian ini bertujuan untuk menganalisis pengaruh *Information and Communication Technology (ICT) Demand* dan *ICT Resources* terhadap *Job Satisfaction* dengan *Work-Family Balance* sebagai variabel *intervening* pada karyawan di perusahaan beauty industry, khususnya PT XYZ. Perkembangan teknologi digital telah mendorong perusahaan untuk mengadopsi ICT dalam aktivitas kerja sehari-hari, yang berdampak pada dinamika kerja karyawan, termasuk keseimbangan kehidupan kerja dan kepuasan kerja. Dalam konteks ini, *ICT Demand* merujuk pada tuntutan pekerjaan akibat penggunaan teknologi, sedangkan *ICT Resources* mencerminkan dukungan yang tersedia seperti pelatihan, infrastruktur, dan akses teknologi yang memadai. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik survei kepada 150 karyawan aktif PT XYZ yang terlibat dalam penggunaan ICT. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan metode *Partial Least Squares Structural Equation Modeling (PLS-SEM)* untuk menguji hubungan antar variabel. Hasil penelitian menunjukkan bahwa *ICT Demand* berpengaruh negatif signifikan terhadap *Work-Family Balance* dan *Job Satisfaction*, sementara *ICT Resources* memiliki pengaruh positif yang signifikan terhadap kedua variabel tersebut. Selain itu, *Work-Family Balance* terbukti menjadi mediator yang signifikan dalam hubungan antara *ICT Demand*, *ICT Resources*, dan *Job Satisfaction*.

Kata kunci: *ICT demand, ICT resource, work-family balance, kepuasan kerja, industri kecantikan, PT XYZ*

Referensi: 111 (2019-2024)

ABSTRACT

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THE IMPACT OF ICT DEMAND AND ICT RESOURCES ON JOB SATISFACTION MEDIATED BY WORK-FAMILY BALANCE: A STUDY IN THE BEAUTY INDUSTRY AT PT XYZ

(xvi + 290 pages; 24 tables; 25 figures; 11 appendices)

This study aims to analyze the influence of Information and Communication Technology (ICT) Demand and ICT Resources on Job Satisfaction, with Work-Family Balance as a mediating variable, among employees in the beauty industry, particularly at PT XYZ. As digital transformation accelerates, the integration of ICT into daily work operations has significantly altered employees' work dynamics, including their work-life balance and job satisfaction. In this context, ICT Demand refers to the pressures and expectations caused by the use of technology, while ICT Resources represent the available support such as training, infrastructure, and access to adequate digital tools. Using a quantitative approach, data were collected from 150 active employees at PT XYZ who regularly engage with ICT in their job roles. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) to assess the relationships among the variables. The findings reveal that ICT Demand has a significant negative impact on both Work-Family Balance and Job Satisfaction, whereas ICT Resources have a significant positive effect on these outcomes. Furthermore, Work-Family Balance was found to be a significant mediator in the relationships between ICT-related factors and Job Satisfaction.

Keywords: ICT demand, ICT resources, work-family balance, job satisfaction, beauty industry, PT XYZ

References: 111 (2019-2024)