

ABSTRAK

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PENGARUH *INTRINSIC MOTIVATION*, *SELF EFFICACY*, DAN *ORGANIZATION CLIMATE* TERHADAP *JOB PERFORMANCE* PADA KARYAWAN DIVISI AREA MARKETING DI PT.XYZ

(xvi + 138 halaman; 9 gambar; 24 tabel; 4 lampiran)

Penelitian ini bertujuan untuk meneliti pengaruh *intrinsic motivation* (IM), *self efficacy* (SE), dan *organization climate* (OC) terhadap *job performance* (JP) yang dimediasi oleh *work engagement* (WE) dan *job satisfaction* (JS). Metode yang digunakan adalah kuantitatif dengan sampling jenuh, data dikumpulkan melalui kuesioner dan dianalisis menggunakan metode *Structural Equation Modeling* (SEM) berbasis *Partial Least Squares* (PLS) dengan 43 responden. Hasil penelitian menunjukkan *intrinsic motivation*, *self efficacy*, *organization climate* berpengaruh positif terhadap *job performance*, serta *intrinsic motivation* dan *self efficacy* berpengaruh positif terhadap *work engagement*. *Organization climate* dan *work engagement* berpengaruh positif terhadap *job satisfaction*. *Job satisfaction* dan *work engagement* berpengaruh positif terhadap *job performance*. Analisa jalur mediasi yang paling kuat terjadi pada hubungan antara *intrinsic motivation* dan *job satisfaction* melalui *work engagement*, dan juga *intrinsic motivation* terhadap *job performance* melalui *work engagement* yang juga menunjukkan pengaruh yang signifikan. Hasil dari penelitian ini memberikan wawasan yang berguna bagi organisasi, dimana fokus utama diarahkan pada peningkatan *self-efficacy* dan *job satisfaction*, sementara faktor-faktor yang telah menunjukkan performa yang baik seperti *intrinsic motivation*, *organization climate* dan *work engagement* tetap harus dijaga untuk mempertahankan performa organisasi tetap optimal secara keseluruhan.

Kata Kunci : *Intrinsic Motivation, Self Efficacy, Organization Climate, Job Performance, Work Engagement, Job Satisfaction.*

Referensi : 46 (1999 - 2025)

ABSTRACT

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THE EFFECT OF INTRINSIC MOTIVATION, SELF EFFICACY, AND ORGANIZATION CLIMATE ON JOB PERFORMANCE OF EMPLOYEES IN AREA MARKETING DIVISION AT PT.XYZ

(xvi + 138 pages; 9 figures; 24 tables; 4 appendices)

This study aims to examine the effect of intrinsic motivation (IM), self efficacy (SE), and organization climate (OC) on job performance (JP) mediated by work engagement (WE) and job satisfaction (JS). The method used is quantitative with saturated sampling, data were collected through questionnaires and analyzed using the Structural Equation Modeling (SEM) method based on Partial Least Squares (PLS) with 43 respondents. The results showed that intrinsic motivation, self efficacy, organization climate had a positive effect on job performance, and intrinsic motivation and self efficacy had a positive effect on work engagement. Organization climate and work engagement had a positive effect on job satisfaction. Job satisfaction and work engagement had a positive effect on job performance. The strongest mediation path analysis occurs in the relationship between intrinsic motivation and job satisfaction through work engagement, and also intrinsic motivation to job performance through work engagement which also shows a significant influence. The results of this study provide useful insights for organizations, where the main focus is directed at increasing self-efficacy and job satisfaction, while factors that have shown good performance such as intrinsic motivation, organizational climate and work engagement must still be maintained to maintain optimal organizational performance as a whole.

Keywords : *Intrinsic Motivation, Self Efficacy, Organization Climate, Job Performance, Work Engagement, Job Satisfaction.*

References : *46 (1999 - 2025)*