

ABSTRAK

Alfajri Romadon Az, 21101155310397, Jurusan Manajemen, tahun 2021, Pengaruh *Work Life Balance* Dan Loyalitas Pegawai Terhadap Kinerja Pegawai Dengan Kepuasan Kerja Sebagai Variabel Intervening Pada Perusahaan Umum Daerah Air Minum Tirta Muaro Kabupaten Tebo, dibawah bimbingan Bapak Dr. Robby Dharma, S.E., M.M dan Ibu Olandari Mulyadi, S.E., M.M.

Penelitian ini bertujuan untuk mengetahui dan berusaha menganalisis Pengaruh *Work Life Balance* Dan Loyalitas Pegawai Terhadap Kinerja Pegawai Dengan Kepuasan Kerja Sebagai Variabel Intervening Pada Perusahaan Umum Daerah Air Minum Tirta Muaro Kabupaten Tebo. Penelitian ini adalah model *Structural Equation Modeling* (SEM) dengan alat bantu analisi SmartPLS 3.0. Populasi dan sampel penelitian ini adalah Pegawai Perusahaan Umum Daerah Air Minum Tirta Muaro Kabupaten Tebo.

Hasil penelitian menemukan Terdapat pengaruh positif dan signifikan antara *Work Life Balance* terhadap Kepuasan Kerja. Terdapat pengaruh positif dan signifikan antara Loyalitas Pegawai terhadap Kepuasan Kerja. Terdapat pengaruh positif dan tidak signifikan antara *Work Life Balance* terhadap Kinerja Pegawai. Terdapat pengaruh positif dan tidak signifikan antara Loyalitas Pegawai terhadap Kinerja Pegawai. Terdapat pengaruh positif dan signifikan antara Kepuasan Kerja terhadap Kinerja Pegawai. Terdapat pengaruh positif dan signifikan antara *Work Life Balance* terhadap Kinerja Pegawai melalui Kepuasan Kerja sebagai variabel intervening. Terdapat pengaruh positif dan signifikan antara Loyalitas Pegawai terhadap Kinerja Pegawai melalui Kepuasan Kerja sebagai variabel intervening. Besar kontribusi Kepuasan Kerja sebesar 0,783 atau sebesar 78,3% yang menggambarkan besarnya pengaruh yang diterimannya dari konstruk *Work Life Balance* dan Loyalitas Pegawai. Sisanya sebesar 21,7% dipengaruhi oleh variabel lain diluar penelitian ini. Sementara nilai R^2 untuk konstruk Kinerja Pegawai sebesar 0,875 atau sebesar 87,5% menunjukkan besarnya pengaruh yang diberikan oleh *Work Life Balance*, Loyalitas Pegawai dan Kepuasan Kerja dalam menjelaskan atau mempengaruhi Kinerja Pegawai. Sisanya sebesar 12,5% dipengaruhi oleh variabel lain diluar penelitian ini.

Kata Kunci: *Work Life Balance*, Loyalitas Pegawai, Kepuasan Kerja, dan Kinerja Pegawai

ABSTRACT

Alfajri Romadon Az, 21101155310397, Department of Management, 2021, The Influence of Work Life Balance and Employee Loyalty on Employee Performance with Job Satisfaction as an Intervening Variable at the Tirta Muaro Regional Drinking Water Company, Tebo Regency, under the guidance of Mr. Dr. Robby Dharma, S.E., M.M and Mrs. Olandari Mulyadi, S.E., M.M.

This research aims to determine and attempt to analyze the influence of work life balance and employee loyalty on employee performance with job satisfaction as an intervening variable at the Tirta Muaro Regional Drinking Water Company, Tebo Regency. This research is a Structural Equation Modeling (SEM) model with the SmartPLS 3.0 analysis tool. The population and sample of this research are employees of the Tirta Muaro Regional Drinking Water Company, Tebo Regency.

The research results found that there was a positive and significant influence between Work Life Balance and Job Satisfaction. There is a positive and significant influence between Employee Loyalty and Job Satisfaction. There is a positive and insignificant influence between Work Life Balance on Employee Performance. There is a positive and insignificant influence between Employee Loyalty and Employee Performance. There is a positive and significant influence between Job Satisfaction on Employee Performance. There is a positive and significant influence between Work Life Balance on Employee Performance through Job Satisfaction as an intervening variable. There is a positive and significant influence between Employee Loyalty on Employee Performance through Job Satisfaction as an intervening variable. The contribution of Job Satisfaction is 0.783 or 78.3%, which illustrates the magnitude of the influence it receives from the constructs of Work Life Balance and Employee Loyalty. The remaining 21.7% is influenced by other variables outside this research. Meanwhile, the R² value for the Employee Performance construct is 0.875 or 87.5%, indicating the magnitude of influence exerted by Work Life Balance, Employee Loyalty and Job Satisfaction in explaining or influencing Employee Performance. The remaining 12.5% is influenced by other variables outside this research.

Keywords: Work Life Balance, Employee Loyalty, Job Satisfaction, and Employee Performance