

## ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui seberapa besar pengaruh Karakteristik Individu, Komunikasi Efektif, Karakteristik Pekerja, Iklim Kerja Terhadap Kepuasan Kerja Karyawan, dan seberapa besar pengaruh Karakteristik Individu, Komunikasi Efektif, Karakteristik Pekerja, Iklim Kerja Terhadap Kepuasan Kerja Karyawan dengan lama kerja sebagai pemoderasi pada PDAM Kota Padang. Metode analisis data menggunakan kuesioner, dengan sampel 85 responden. Metode analisis data yang digunakan adalah Analisis *Moderated Regression Analysis* (MRA).

Berdasarkan hasil penelitian menunjukkan bahwa Karakteristik Individu, Komunikasi Efektif, Karakteristik Pekerja, Iklim Kerja Terhadap Kepuasan Kerja Karyawan, dan Karakteristik Individu, Komunikasi Efektif, Karakteristik Pekerja, Iklim Kerja dan lama kerja berpengaruh positif dan signifikan Terhadap Kepuasan kerja Karyawan. Kontribusi variabel Karakteristik Individu, Komunikasi Efektif, Karakteristik Pekerja, Iklim Kerja dan Lama Kerja sebesar 0,689 atau 68,9% sedangkan sisanya sebesar 31,1% di pengaruhi oleh variabel lain.

Berdasarkan hasil penelitian ini diharapkan Manajemen Perusahaan dapat meningkatkan Kepuasan Kerja Karyawan dengan meningkatkan Karakteristik Individu, Komunikasi Efektif, Karakteristik Pekerja, Iklim Kerja dan lama kerja pada PDAM Kota Padang melalui masing-masing indikator.

**Kata Kunci: Karakteristik Individu, Komunikasi Efektif, Karakteristik Pekerja, Iklim Kerja, Lama Kerja dan Kepuasan Kerja Karyawan.**

## ABSTRACT

*The purpose of this study was to determine how much influence individual characteristics, effective communication, worker characteristics, work climate on employee job satisfaction, and how much influence individual characteristics, effective communication, worker characteristics, work climate on employee job satisfaction with length of work as moderator. at PDAM Padang City. The method of data analysis used a questionnaire, with a sample of 85 respondents. The data analysis method used is Moderated Regression Analysis (MRA).*

*Based on the results of the study, it shows that individual characteristics, effective communication, worker characteristics, work climate towards employee job satisfaction, and individual characteristics, effective communication, worker characteristics, work climate and length of work have a positive and significant effect on employee job satisfaction. The variable contribution of individual characteristics, effective communication, worker characteristics, working climate and length of work is 0.689 or 68.9%, while the remaining 31.1% is influenced by other variables.*

*Based on the results of this study, it is hoped that the Management of the Company can increase Employee Satisfaction by increasing Individual Characteristics, Effective Communication, Worker Characteristics, Work Climate and length of work at PDAM Padang City through each indicator.*

**Keywords:** *Individual Characteristics, Effective Communication, Worker Characteristics, Work Climate, Length of Work and Employee Satisfaction.*