

**PENGARUH ORIENTASI KERJA TERHADAP KINERJA KARYAWAN
DENGAN MEDIASI MOTIVASI KERJA
(Studi pada PT. Avo Innovation dan Technology)**

ABSTRAK

Peningkatan kualitas sumber daya manusia sudah sangat gencar sejak dulu hingga kini. Sumber daya manusia mempunyai peranan yang sangat penting bagi keefektifan berjalannya kegiatan perusahaan dan menjadi penunjang atas kemajuan suatu perusahaan yang menjadi sorotan dan tumpuan bagi perusahaan untuk dapat bertahan di era globalisasi. Saat ini, sumber daya manusia hampir dipenuhi oleh tenaga kerja yang masuk dalam kelompok generasi milenial atau generasi Y yang tercatat populasi generasi milenial di Indonesia mencapai 34% yang berarti hampir sepertiga penduduk Indonesia. Melihat kondisi tersebut, peneliti bermaksud untuk menganalisis orientasi kerja yang dimiliki setiap karyawan apakah mampu mendorong peningkatan kinerja dengan mengaitkannya melalui efek mediasi motivasi kerja dalam pemodelan.

Jenis penelitian ini menggunakan penelitian kuantitatif. Pengambilan sampel dalam penelitian menggunakan teknik *nonprobability sampling* dengan metode sampling jenuh sehingga diketahui jumlah sampel sebanyak 76 orang yang merupakan karyawan pada PT. Innovation Technology (AVO). Metode pengumpulan data menggunakan alat bantu kuesioner dengan bantuan aplikasi *google form*. Metode analisis data penelitian menggunakan analisis jalur (*Path Analysis*) dengan bantuan program *SPSS for windows*.

Hasil uji penelitian diperoleh bahwa: 1) orientasi kerja diketahui memiliki pengaruh terhadap kinerja karyawan. 2) motivasi kerja diketahui memiliki pengaruh terhadap kinerja karyawan, dan 3) diketahui ada peran mediasi motivasi kerja dalam pengaruh orientasi kerja dan kinerja karyawan di PT. Innovation Technology (AVO).

Kata kunci: kinerja, orientasi kerja, motivasi kerja

***EFFECT OF WORK ORIENTATION ON EMPLOYEE PERFORMANCE
WITH JOB MOTIVATION MEDIATION
(Study at PT. Avo Innovation and Technology)***

ABSTRACT

Improving the quality of human resources has been very intensive since the first until now. Human resources have a very important role for the effectiveness of the company's activities and become a support for the progress of a company that is in the spotlight and foundation for companies to survive in the era of globalization. Currently, human resources are almost fulfilled by workers who are included in the millennial generation or generation Y, where the millennial generation in Indonesia is recorded at 34%, which means almost a third of Indonesia's population. Seeing these conditions, the researcher intends to analyze the work orientation of each employee whether it is able to encourage increased performance by linking it through the mediating effect of work motivation in the modeling.

This type of research uses quantitative research. Sampling in the study used a non-probability sampling technique with a saturated sampling method so that it was known that the number of samples was 76 people who were employees at PT. Innovation Technology (AVO). The data collection method uses a questionnaire tool with the help of the google form application. The research data analysis method uses path analysis with the help of the SPSS for windows program.

The results of the research test showed that: 1) work orientation is known to have an influence on employee performance. 2) work motivation is known to have an influence on employee performance, and 3) it is known that there is a mediating role of work motivation in the influence of work orientation and employee performance at PT. Innovation Technology (AVO).

Keywords: performance, work orientation, work motivation