

INTISARI

Kinerja karyawan merupakan salah satu faktor yang mempengaruhi pencapaian kinerja sebuah perusahaan karena kinerja perusahaan merupakan agregat dari keseluruhan kinerja karyawannya. PT. XYZ memiliki perhatian utama terhadap pencapaian kinerja karyawan khususnya tenaga pemasar karena selama 5 tahun terakhir jumlah tenaga pemasar yang mencapai target dan berhak insentif masih jauh di bawah 100%, sementara tenaga pemasar merupakan ujung tombak perusahaan dalam memenangkan persaingan untuk mendapat nasabah. Selain itu komposisi jumlah tenaga pemasar cukup banyak yaitu 55% dari total karyawan perusahaan sehingga kinerjanya sangat mempengaruhi kinerja perusahaan.

Tujuan penelitian ini adalah untuk mengetahui pengaruh dukungan organisasional persepsian terhadap kinerja karyawan dengan motivasi intrinsik sebagai variabel pemediasi. Hipotesis penelitian ini adalah: (1) Dukungan organisasional persepsian berpengaruh positif terhadap kinerja karyawan, (2) Dukungan organisasional persepsian berpengaruh positif terhadap kinerja karyawan dengan motivasi intrinsik sebagai variabel pemediasi.

Penelitian bersifat kuantitatif dengan pengambilan sampel menggunakan metode *purposive sampling* kepada karyawan tetap dengan jabatan tenaga pemasar minimal 1 tahun dan memiliki penilaian kinerja minimal 1 kali pada salah satu regional office PT. XYZ. Jumlah responden sebanyak 311 orang menggunakan metode analisis regresi linear berganda.

Hasil penelitian menunjukkan bahwa dukungan organisasional persepsian berpengaruh positif terhadap kinerja karyawan. Motivasi intrinsik memediasi pengaruh positif dukungan organisasional persepsian terhadap kinerja karyawan pada PT. XYZ. Dari hasil penelitian tersebut dapat disimpulkan bahwa dukungan organisasional persepsian berpengaruh positif terhadap kinerja karyawan baik secara langsung maupun tidak langsung melalui motivasi intrinsik sebagai pemediasi. Semakin tinggi dukungan organisasi terhadap karyawan, maka semakin tinggi motivasi intrinsik yang berpengaruh terhadap peningkatan kinerja karyawan.

Kata kunci : dukungan organisasional persepsian, kinerja karyawan, motivasi intrinsik.

ABSTRACT

Employee performance is one of the factors that influences the performance achievement of a company because company performance is an aggregate of the overall performance of its employees. PT. XYZ has concerns about achieving employee performance, especially marketers, because over the last 5 years the number of marketers who achieved targets and were entitled to incentives was still far below 100%, while marketers were the company's spearhead in winning the competition to get customers. Apart from that, the composition of the number of marketers is quite large, namely 55% of the company's total employees, so their performance greatly influences the company's performance.

The purpose of this research is to determine the effect of perceived organizational support on employee performance with intrinsic motivation as a mediating variable. The hypotheses of this research are: (1) Perceived organizational support has a positive effect on employee performance, (2) Perceived organizational support has a positive effect on employee performance with intrinsic motivation as a mediating variable.

The research is quantitative in nature with sampling using a purposive sampling method for permanent employees with a marketing position of at least 1 year and having had a performance appraisal at least once at one of the regional offices of PT. XYZ. The number of respondents was 311 people using the multiple linear regression analysis method.

The research results show that perceived organizational support has a positive effect on employee performance. Intrinsic motivation mediates the positive influence of perceived organizational support on employee performance at PT. XYZ. From the results of this research, it can be concluded that perceived organizational support has a positive effect on employee performance both directly and indirectly through intrinsic motivation as a mediator. The higher the organizational support for employees, the higher the intrinsic motivation which has an effect on increasing employee performance.

Key words: perceived organizational support, employee performance, intrinsic motivation.