

ABSTRACT

THE EFFECT OF PERCEIVED ORGANIZATIONAL SUPPORT ON ORGANIZATIONAL COMMITMENT THROUGH WORK-LIFE BALANCE AS A MEDIATING VARIABLE

(A Study of Sales Assistants at Asia Toserba Tasikmalaya)

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This study aims to analyze the effect of Perceived Organizational Support (POS) on Organizational Commitment (OC) with Work-Life Balance (WLB) as a mediating variable among salespeople at Asia Toserba Tasikmalaya. This study uses a survey method with a quantitative approach. The research sample consisted of 92 respondents selected using simple random sampling. Data were collected using a Likert scale questionnaire and analyzed using mediation regression analysis, namely simple and multiple linear regression and Sobel's test to examine the mediating effect. The results show that: 1) Perceived organizational support affects organizational commitment, (2) Perceived organizational support affects work-life balance, (3) Work-life balance affects organizational commitment, and (4) Work-life balance can mediate the effect of perceived organizational support on organizational commitment. These findings indicate that employees' perception of organizational support contributes to the creation of a better work-life balance, which ultimately strengthens employee commitment to the organization.

Keywords: Perceived Organizational Support, Work-Life Balance, Organizational Commitment, Mediation, Salespeople

ABSTRAK

PENGARUH *PERCEIVED ORGANIZATIONAL SUPPORT* TERHADAP *ORGANIZATIONAL COMMITMENT* MELALUI *WORK-LIFE BALANCE* SEBAGAI VARIABEL MEDIASI

(Studi pada Pramuniaga Asia Toserba Tasikmalaya)

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Penelitian ini bertujuan untuk menganalisis pengaruh *Perceived Organizational Support* (POS) terhadap *Organizational Commitment* (OC) dengan *Work-Life Balance* (WLB) sebagai variabel mediasi pada pramuniaga Asia Toserba Tasikmalaya. Penelitian ini menggunakan metode survei dengan pendekatan kuantitatif. Sampel penelitian berjumlah 92 responden yang ditentukan melalui teknik *simple random sampling*. Data dikumpulkan menggunakan kuesioner berskala Likert, dan dianalisis dengan analisis regresi mediasi yaitu regresi linear sederhana dan berganda serta uji Sobel untuk menguji efek mediasi. Hasil penelitian menunjukkan bahwa: (1) *Perceived organizational support* berpengaruh terhadap *organizational commitment*, (2) *perceived organizational support* berpengaruh terhadap *work-life balance*, (3) *work-life balance* berpengaruh terhadap *organizational commitment*, dan (4) *work-life balance* mampu memediasi pengaruh *perceived organizational support* terhadap *organizational commitment*. Temuan ini menunjukkan bahwa dukungan organisasi yang dirasakan karyawan berkontribusi terhadap terciptanya keseimbangan kehidupan kerja yang lebih baik, yang pada akhirnya memperkuat komitmen karyawan terhadap organisasi.

Kata kunci: *Perceived Organizational Support*, *Work-Life Balance*, *Organizational Commitment*, Mediasi, Pramuniaga