

ABSTRACT

THE INFLUENCE OF JOB DEMANDS ON EMPLOYEE PERFORMANCE THROUGH BURNOUT WITH WORK-FAMILY CONFLICT AS MODERATION (Survey on Employees of Miss Cimory Center Purbaratu Tasikmalaya)

By:

Muhammad Fauzi

NPM 213402157

Supervisor 1 : **Deden Mulyana**

Supervisor 2 : **Asep Budiman**

This research aimed to examine the effect of job demands on employee performance through burnout, with work-family conflict as a moderating variable. The research employed a survey method, using a census sampling technique, and the data were analyzed using Structural Equation Modeling (SEM). The results indicated that job demands affected burnout, burnout influenced employee performance, work-family conflict moderated the relationship between job demands and burnout, and burnout mediated the relationship between job demands and employee performance. The implications of this study emphasized the importance of managing job demands to prevent burnout, which could potentially reduce employee performance. The implementation of flexible work policies could mitigate work-family conflict, which exacerbated the impact of job demands on burnout. Academically, these findings enriched the literature on the role of burnout as a mediator and work-family conflict as a moderator in the relationship between job demands and employee performance.

Keywords: Job Demands, Employee, Burnout, and Work-Family Conflict

ABSTRAK

PENGARUH *JOB DEMANDS* TERHADAP KINERJA KARYAWAN MELALUI *BURNOUT* DENGAN *WORK-FAMILY CONFLICT* SEBAGAI MODERASI

(Survei pada Karyawan Miss Cimory Center Purbaratu Tasikmalaya)

Oleh

Muhammad Fauzi

NPM 213402157

Pembimbing 1 : Deden Mulyana

Pembimbing 2 : Asep Budiman

Penelitian ini bertujuan untuk menguji pengaruh *job demands* terhadap kinerja karyawan melalui *burnout* dengan *work-family conflict* sebagai moderasi. Metode penelitian yang digunakan adalah metode survei. Teknik pengambilan sampel menggunakan teknik sampel jenuh, dan alat analisis yang digunakan adalah *Structural Equation Modelling* (SEM). Hasil penelitian menunjukkan bahwa: *job demands* berpengaruh terhadap *burnout*, *burnout* berpengaruh terhadap kinerja karyawan, *work-family conflict* memoderasi hubungan antara *job demands* dan *burnout*, serta *burnout* memediasi hubungan antara *job demands* dan kinerja karyawan. Implikasi penelitian ini menegaskan pentingnya pengelolaan *job demands* untuk mencegah *burnout* yang berpotensi menurunkan kinerja karyawan. Implementasi kebijakan fleksibilitas kerja dapat mengurangi *work-family conflict* yang memperburuk dampak *job demands* terhadap *burnout*. Secara akademik, temuan ini memperkaya literatur mengenai peran *burnout* sebagai mediator dan *work-family conflict* sebagai moderator dalam hubungan antara *job demands* dan kinerja karyawan.

Kata Kunci : Tuntutan Pekerjaan (*Job Demands*), Kinerja Karyawan, Kelelahan (*Burnout*), dan Konflik Pekerjaan-Keluarga (*Work-Family Conflict*)