

ABSTRACT

THE EFFECT OF EMPLOYEE WELFARE, PERCEIVED ORGANIZATIONAL SUPPORT AND ORGANIZATIONAL COMMUNICATION ON JOB SATISFACTION (Study on Employees of PT Duta Media Mandiri, Cibitung)

By:

**Jingga Elwisyahnanda Sonjaya
NPM: 223402248**

Under the Supervision of:

***Advisor I: Alfin Nur Fahmi Mufreni
Advisor II: Aquinaldo Sistanto Putra***

This study aims to analyze the effect of employee welfare, perceived organizational support (POS), and organizational communication on job satisfaction among employees of PT Duta Media Mandiri, Cibitung, a logistics transportation company characterized by high-risk work and intensive operational mobility. A quantitative method with a path analysis approach was employed, involving 46 respondents with data processed using IBM SPSS Statistics version 26 for Windows. Hypothesis testing results confirm that all three variables positively and significantly influence job satisfaction, with organizational communication yielding the greatest direct effect, followed by perceived organizational support, then employee welfare. These findings affirm that strengthening employee welfare, organizational support perception, and internal communication effectiveness collectively contribute to the formation of more stable and sustainable job satisfaction.

Keywords: *Employee Welfare, Perceived Organizational Support, Organizational Communication, Job Satisfaction*

ABSTRAK

PENGARUH *EMPLOYEE WELFARE*, *PERCEIVED ORGANIZATIONAL SUPPORT* DAN KOMUNIKASI ORGANISASI TERHADAP *JOB SATISFACTION*

(Studi pada Karyawan PT Duta Media Mandiri, Cibitung)

Oleh:

Jingga Elwisyahnanda Sonjaya

NPM: 223402248

Di Bawah Bimbingan:

Pembimbing I: Alfin Nur Fahmi Mufreni

Pembimbing II: Aquinaldo Sistanto Putra

Penelitian ini bertujuan menganalisis pengaruh *employee welfare*, *perceived organizational support* (POS), dan komunikasi organisasi terhadap *job satisfaction* karyawan PT Duta Media Mandiri, Cibitung, perusahaan transportasi logistik dengan karakteristik pekerjaan berisiko tinggi dan mobilitas operasional yang intens. Metode yang digunakan adalah kuantitatif dengan pendekatan analisis jalur (*path analysis*), melibatkan 46 responden dan pengolahan data menggunakan IBM SPSS *Statistics version 26 for Windows*. Hasil pengujian hipotesis membuktikan bahwa ketiga variabel berpengaruh terhadap *job satisfaction*, dengan komunikasi organisasi memberikan pengaruh langsung terbesar, diikuti *perceived organizational support*, kemudian *employee welfare*. Temuan ini menegaskan bahwa penguatan kesejahteraan karyawan, persepsi dukungan organisasi, dan efektivitas komunikasi internal secara bersama-sama berkontribusi terhadap pembentukan kepuasan kerja yang lebih stabil dan berkelanjutan.

Kata Kunci: *Employee Welfare*, *Perceived Organizational Support*, Komunikasi Organisasi, *Job Satisfaction*