

ABSTRACT

THE INFLUENCE OF JOB CRAFTING AND TECHNOLOGY UTILIZATION SKILLS ON JOB SATISFACTION WITH SELF-EFFICACY AS A MEDIATING VARIABLE

(A Survey on Supermarket Employees at Plaza Asia Tasikmalaya)

By:

Indah Lisnawati

NIM. 213402070

Supervisor I : Gusti Tia Ardiani
Supervisor II : Vivi Indah Bintari

This study aims to determine the effect of Job Crafting and Technology Utilization Skills on Job Satisfaction with Self-Efficacy as an intervening variable among employees of the Plaza Asia Tasikmalaya Supermarket. This study uses a survey method with a Proportionate Stratified Random Sampling technique. Data collection was conducted by distributing questionnaires to 106 respondents. Data analysis was performed using Structural Equation Modeling (SEM) with a Partial Least Square (PLS) approach and processed using SmartPLS 3.0 software. The results of the study indicate that Job Crafting does not have a significant influence on Job Satisfaction through Self-Efficacy. Technology Utilization Skills have a significant influence on Job Satisfaction through Self-Efficacy. The results of this study indicate that Technology Utilization Skills are proven to be more influential in increasing Job Satisfaction through Self-Efficacy compared to Job Crafting.

Keywords: Job Crafting, Technology Utilization Skills, Job Satisfaction, Self-Efficacy

ABSTRAK

PENGARUH *JOB CRAFTING* DAN *TECHNOLOGY UTILIZATION SKILLS* TERHADAP *JOB SATISFACTION* DENGAN *SELF-EFFICACY* SEBAGAI VARIABEL INTERVENING

(Survei pada Karyawan bagian *Supermarket Plaza Asia Tasikmalaya*)

Oleh:

Indah Lisnawati

NIM. 213402070

Pembimbing I : Gusti Tia Ardiani

Pembimbing II : Vivi Indah Bintari

Penelitian ini bertujuan untuk mengetahui pengaruh *Job Crafting* dan *Technology Utilization Skills* terhadap *Job Satisfaction* dengan *Self-Efficacy* sebagai variabel intervening pada Karyawan bagian *Supermarket Plaza Asia Tasikmalaya*. Penelitian ini menggunakan metode survei dengan teknik pengambilan sampel *Proportionate Stratified Random Sampling*. Pengumpulan data dilakukan melalui penyebaran kuesioner kepada 106 responden. Analisis data menggunakan *Structural Equation Modeling (SEM)* dengan pendekatan *Partial Least Square (PLS)* serta diolah menggunakan *software SmartPLS 3.0*. Hasil penelitian menunjukkan *Job Crafting* tidak memiliki pengaruh signifikan terhadap *Job Satisfaction* melalui *Self-Efficacy*. *Technology Utilization Skills* memiliki pengaruh signifikan terhadap *Job Satisfaction* melalui *Self-Efficacy*. Hasil penelitian ini menunjukkan bahwa *Technology Utilization Skills* terbukti lebih berpengaruh dalam meningkatkan *Job Satisfaction* melalui *Self-Efficacy* dibandingkan dengan *Job Crafting*.

Kata Kunci: *Job Crafting*, *Technology Utilization Skills*, *Job Satisfaction* *Self-Efficacy*