

ABSTRAK

PENGARUH KOMPETENSI, PROMOSI, KOMPENSASI, DUKUNGAN ORGANISASI TERHADAP KEPUASAN KERJA DAN KINERJA PEGAWAI (Studi Kasus di Dinas Perindustrian, Perdagangan, Koperasi dan Usaha Mikro Kecil dan Menengah Kabupaten Rembang)

AGUNG DWI HARTANTO

NIM. 201701030

Pembimbing Utama : Dr. Drs. AG. SUNARNO H, SH, S.Pd, MM

Pembimbing Anggota : Dr. KERTATI SUMEKAR, SE, MM

Penelitian ini bertujuan menganalisis pengaruh kompetensi, promosi, kompensasi, dukungan organisasi terhadap kepuasan kerja dan kinerja pegawai. Jenis penelitian yang digunakan pendekatan kuantitatif dengan penelitian asosiatif atau penelitian yang menguji pengaruh antar variabel Menggunakan pengambilan *total sampling* sebanyak 185 pegawai Dinas Perindustrian, Perdagangan, Koperasi dan Usaha Mikro Kecil dan Menengah Kabupaten Rembang. Teknik Pengumpulan Data menggunakan kuesioner, dokumentasi, Analisis data yang digunakan menggunakan SEM (*Structural Equation Modelling*). Hasil penelitian menyimpulkan bahwa masing-masing variabel eksogen yaitu kompetensi, promosi, kompensasi, dukungan organisasi mampu mempengaruhi secara signifikan baik terhadap kepuasan maupun kinerja pegawai dengan nilai sig. $< 0,05$. Hasil pengaruh langsung (*direct effect*) diperkuat oleh pengaruh tidak langsung (*indirect effect*), artinya kompetensi, promosi, kompensasi dan dukungan organisasi semakin kuat pengaruhnya terhadap kinerja dengan adanya variabel kepuasan kerja.

Kata Kunci : Kompetensi, Promosi, Kompensasi, Dukungan Organisasi
Kepuasan dan Kinerja Pegawai.

ABSTRACT

**EFFECT OF COMPETENCE, PROMOTION, COMPENSATION,
ORGANIZATIONAL SUPPORT TO EMPLOYEE SATISFACTION AND
EMPLOYEE PERFORMANCE**

(Case Study in Department of Industry, Trade, Cooperatives and UMKM Enterprises in Rembang Regency)

AGUNG DWI HARTANTO

NIM. 201701030

Advisor 1. Dr. Drs. AG. SUNARNO H, SH, S.Pd, MM

Advisor 2. Dr. KERTATI SUMEKAR, SE, MM

This research aims to analyse the influence of competency, promotion, compensation, support of the Organization to job satisfaction and employee performance. Types of research used quantitative approaches with associative research or research that test the influence of inter-variable using a total sampling of 185 employees of the industry, trade, cooperatives and micro enterprises Small and medium Rembang regency. Data collection techniques using questionnaires, documentation, data analysis used by SEM (Structural Equation Modelling). The results concluded that each exogenous variable namely competence, promotion, compensation, support of the organization is able to influence significantly both the satisfaction and performance of employees with a value of sig. < 0.05. Direct effect is strengthened by indirect effect, meaning that competence, promotion, compensation and organizational support are increasingly strong in their impact on performance with a job satisfaction variable.

Keywords: Competency, Promotion, Compensation, Organizational Support Satisfaction and Employee Performance.