

PENGARUH *QUALITY OF WORK LIFE* TERHADAP MOTIVASI KERJA PADA STAF MARKETING PERUSAHAAN PIALANG X

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ABSTRAK

Salah satu ciri motivasi kerja karyawan pada suatu perusahaan rendah yaitu absensi dan turnover tinggi. Pada perusahaan pialang X, tingkat turnover tinggi setiap minggunya. Untuk mencegah hal tersebut, perusahaan harus memperhatikan variabel yang dapat mempengaruhi motivasi kerja seperti Quality of Work Life. Nasir, dkk (2020) berpendapat bahwa peran penting kualitas kehidupan kerja adalah menumbuhkan keinginan karyawan untuk tetap bertahan dan tinggal di perusahaan. Penelitian ini bertujuan untuk mengetahui pengaruh Quality of Work Life terhadap motivasi kerja staf marketing perusahaan pialang X dengan jenis penelitian kuantitatif. Pengumpulan data menggunakan dua buah skala yaitu skala Quality of Work Life (Suyasa 2016) dan skala motivasi kerja (Herzberg 2017). Berdasarkan uji validitas dan uji reliabilitas pada Quality of Work Life diperoleh 69 aitem valid dengan koefisien reliabilitas cronbach's alpha sebesar 0,958. Sedangkan skala motivasi kerja diperoleh 68 aitem valid dengan koefisien cronbach's alpha sebesar 0.969. Subjek penelitian ini adalah 40 staf marketing perusahaan pialang X, teknik pengambilan sampel yaitu purposive sampling. Metode yang digunakan dalam uji hipotesis adalah regresi sederhana. Hasil penelitian ini menunjukkan nilai signifikansi sebesar $0,00 < 0,05$ maka hipotesis diterima dan hipotesis nihil (H_0) ditolak. Pada sumbangan efektif terdapat 65%, aspek Quality of Work Life secara bersama mempengaruhi motivasi kerja. Koefisien regresi bersifat positif, sehingga dapat dikatakan bahwa Quality of Work Life berpengaruh positif terhadap motivasi kerja.

Kata kunci : Motivasi kerja, Quality of Work Life, Turnover

THE EFFECT OF QUALITY OF WORK LIFE ON WORK MOTIVATION IN MARKETING STAFF OF BROKER COMPANY X

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ABSTRACT

One of the characteristics of employee motivation in a company is low, namely high absenteeism and turnover. At brokerage firm X, the turnover rate is high every week. To prevent this, companies must pay attention to variables that can affect work motivation such as Quality of Work Life. Nasir, et al (2020) argue that an important role for the quality of work life is to grow the desire of employees to stay and stay in the company. This study aims to determine the effect of Quality of Work Life on the work motivation of marketing staff of brokerage firm X with this type of quantitative research. Data collection uses two scales, namely the Quality of Work Life scale (Suyasa 2016) and the work motivation scale (Herzberg 2017). Based on the validity test and reliability test on Quality of Work Life obtained 69 valid items with Cronbach's alpha reliability coefficient of 0.958. While the work motivation scale obtained 68 valid items with a Cronbach's alpha coefficient of 0.969. The subjects of this study were 40 marketing staff of brokerage company X, the sampling technique was purposive sampling. The method used in testing the hypothesis is simple regression. The results of this study indicate a significance value of $0.00 < 0.05$, so the hypothesis is accepted and the null hypothesis (H_0) is rejected. In the effective contribution, there are 65%, Quality of Work Life aspects together affect work motivation. The regression coefficient is positive, so it can be said that Quality of Work Life has a positive effect on work motivation.

Keywords: *Quality of Work Life, Turnover, Work Motivation*