ANALISIS KEPUASAN KERJA KARYAWAN *OUTSOURCING* DIVISI *CALL CENTER* DENGAN METODE *IMPORTANCE PERFORMANCE ANALYSIS* (IPA) PADA PT INFOMEDIA NUSANTARA YOGYAKARTA

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Abstrak

Penilitian ini bertujuan untuk mengetahui kepuasan kerja karyawan outsourcing divisi call center dengan metode *importance performance analysis* (IPA) di PT Infomedia Nusantara Yogyakarta. Jenis data yang digunakan dalam penelitian ini adalah data primer. Data diperoleh dengan menggunakan instrument kuesioner. Subjek pada penelitian ini berjumlah 65 karyawan. Teknik pengambilan sampel dalam penelitian ini menggunakan teknik sampling jenuh (sensus). Hasil penelitian berdasarkan pada pemetaan diagram kartesius *importance performance analysis* (IPA) dimensi kepuasan kerja terbagi menjadi empat kuadran. Pada Kuadran A terdapat *compensation and fringe benefit* merupakan masalah utama yang harus ditangani. Pada Kuadran B, terdapat dimensi *supervision* dan *work environment*. Pada Kuadran C, terdapat *evaluation and promotion*. Pada Kuadran D, terdapat *interpersonal relationship* dan *job content*.

Kata Kunci: *Kepuasan Kerja, Metode Importance Performance Analysis (IPA)*

ANALYSIS OF EMPLOYEE SATISFACTION OUTSOURCING IN CALL CENTER DIVISION USING IMPORTANCE PERFORMANCE ANALYSIS (IPA) METHOD AT PT INFOMEDIA NUSANTARA YOGYAKARTA

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Abstract

This study aims to determine the job satisfaction of the call center division outsourcing employees using the importance performance analysis (IPA) method at PT Infomedia Nusantara Yogyakarta. The type of data used in this research is primary data. Data obtained using a questionnaire instrument. Subjects in this study amounted to 65 employees. The sampling technique in this study used a saturated sampling technique (census). The research results based on the Cartesian diagram mapping the importance performance analysis (IPA) dimensions of job satisfaction are divided into four quadrants. In Quadrant A, compensation and fringe benefits are the main issues that must be addressed. In Quadrant B, there are dimensions of supervision and work environment. In Quadrant C, there is evaluation and promotion. In Quadrant D, there are interpersonal relationships and job content.

Keywords: *Job Satisfaction, Importance Performance Analysis (IPA) Method*