

ABSTRAK

PENGARUH *SELF-ESTEEM* DAN *SELF-EFFICACY* TERHADAP KINERJA KARYAWAN DENGAN KEPUASAN KERJA SEBAGAI MEDIASI (Studi Pada PT Perkebunan Nusantara IV Regional VII)

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Penelitian ini bertujuan untuk mengetahui pengaruh *self-esteem* dan *self-efficacy* terhadap kinerja karyawan dengan kepuasan kerja sebagai mediasi pada PT Perkebunan Nusantara IV Regional VII. Metode penelitian menggunakan pendekatan kuantitatif dengan teknik survei melalui kuesioner yang dibagikan kepada 158 responden. Analisis data dilakukan dengan regresi linier berganda. Pengujian hipotesis akan dilakukan menggunakan metode *Bootstrapping* dengan *Process Macro Hayes* sebagai ekstensi pada program SPSS. Hasil penelitian menunjukkan bahwa *Self-esteem* berpengaruh langsung secara positif dan signifikan terhadap kinerja karyawan di PT Perkebunan Nusantara IV Regional VII. *Self-efficacy* berpengaruh langsung secara positif dan signifikan terhadap kinerja karyawan di PT Perkebunan Nusantara IV Regional VII. Kepuasan kerja memediasi pengaruh *self-esteem* terhadap kinerja karyawan di PT Perkebunan Nusantara IV Regional VII. Serta Kepuasan kerja memediasi *self-efficacy* terhadap kinerja karyawan di PT Perkebunan Nusantara IV Regional VII.

Kata Kunci: *Self-Esteem*, *Self-Efficacy*, Kinerja Karyawan, Kepuasan Kerja.

ABSTRACT

THE INFLUENCE OF SELF-ESTEEM AND SELF-EFFICACY ON EMPLOYEE PERFORMANCE WITH JOB SATISFACTION AS A MEDIATOR

(A Study at PT Perkebunan Nusantara IV Regional VII)

**By
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This study aims to determine the influence of self-esteem and self-efficacy on employee performance with job satisfaction as a mediating variable at PT Perkebunan Nusantara IV Regional VII. The research employed a quantitative approach using a survey method with questionnaires distributed to 158 respondents. Data were analyzed using multiple linear regression. Hypothesis testing was conducted using the Bootstrapping method with Hayes' Process Macro as an extension in the SPSS program. The results indicate that self-esteem has a direct positive and significant effect on employee performance at PT Perkebunan Nusantara IV Regional VII. Self-efficacy also has a direct positive and significant effect on employee performance at PT Perkebunan Nusantara IV Regional VII. Furthermore, job satisfaction mediates the influence of self-esteem on employee performance, and it also mediates the influence of self-efficacy on employee performance at PT Perkebunan Nusantara IV Regional VII.

Keywords: Self-Esteem, Self-Efficacy, Employee Performance, Job Satisfaction.