

# **ANALISIS KEPUASAN KERJA: MEMBANDINGKAN MOTIVASI KERJA, KETERLIBATAN KERJA, DAN KOMITMEN ORGANISASI PADA UMKM KEDAI KALINITI BANTUL**

## **ABSTRAK**

Tujuan penelitian ini adalah untuk menganalisis pengaruh keterlibatan kerja terhadap kepuasan kerja, pengaruh komitmen organisasi terhadap kepuasan kerja, pengaruh komitmen organisasi terhadap keterlibatan kerja, pengaruh komitmen organisasi terhadap motivasi kerja dan pengaruh motivasi kerja terhadap kepuasan kerja. Jenis penelitian ini adalah penelitian kuantitatif. Alat analisis yang digunakan adalah uji validitas dan uji reliabilitas program Smart (PLS) Versi 3.0.PLS, dengan berbasis pendekatan Variance Based Structural Equation Modelling (SEM). Penelitian ini dilakukan di UMKM Kedai Kaliniti Bantul. Populasi penelitian ini berjumlah 54 orang. Teknik pengambilan sampel dalam penelitian ini menggunakan sensus, sehingga jumlah sampel sama dengan jumlah dari populasi. Hasil menunjukkan bahwa keterlibatan kerja tidak berpengaruh terhadap kepuasan kerja, komitmen organisasi tidak berpengaruh terhadap kepuasan kerja, komitmen organisasi berpengaruh secara parsial dan signifikan terhadap keterlibatan kerja, komitmen organisasi berpengaruh secara simultan dan signifikan terhadap motivasi kerja, dan motivasi kerja berpengaruh signifikan terhadap kepuasan kerja.

**Kata kunci: Kepuasan Kerja, Motivasi Kerja, Keterlibatan Kerja,  
Komitmen Organisasi**

***JOB SATISFACTION ANALYSIS: COMPARISONING WORK  
MOTIVATION, WORK INVOLVEMENT, AND  
ORGANIZATIONAL COMMITMENT IN KEDAI KALINITI  
BANTUL MSME***

***ABSTRACT***

*The purpose of this study was to analyze the effect of job involvement on job satisfaction, the effect of organizational commitment on job satisfaction, the effect of organizational commitment on job involvement, the effect of organizational commitment on work motivation and the effect of work motivation on job satisfaction. This type of research is quantitative research. The analytical tool used is the validity test and the reliability test of the Smart (PLS) version 3.0.PLS program,, based on the Variance Based Structural Equation Modeling (SEM) approach. This research was conducted at the UMKM Kedai Kaliniti Bantul. The population of this study amounted to 54 people. The sampling technique in this study uses a census, so that the number of samples is the same as the number of the population. The results showed that job involvement had no effect on job satisfaction, organizational commitment had no effect on job satisfaction, organizational commitment had a partial and significant effect on job involvement, organizational commitment had a simultaneous and significant effect on work motivation, and work motivation had a significant effect on job satisfaction.*

**Keywords: Job Satisfaction, Work Motivation, Job Involvement,  
Organizational Commitment**