

ABSTRAK

Kepuasan kerja pegawai merupakan faktor yang dianggap penting, karena dapat mempengaruhi jalannya organisasi secara keseluruhan. Kepuasan yang dirasakan pegawai dalam bekerja merupakan suatu petunjuk bahwa pegawai memiliki perasaan senang dalam menyelesaikan pekerjaannya. Selain kepuasan kerja, keterlibatan kerja pegawai juga dibutuhkan dalam bekerja. Keterlibatan kerja yang tinggi akan mendorong karyawan untuk mampu meningkatkan hasil (*output*) dari organisasi, maka hal tersebut dapat menjadi sebuah pengalaman yang menunjukkan rasa senang dari pegawai. Tujuan dilakukannya penelitian ini adalah untuk mengetahui pengaruh *work related social media usage* dan *social related social media usage* berpengaruh signifikan terhadap *job engagement* pegawai Lapas Kelas I Tangerang. Untuk mengetahui *work related social media usage*, *social related social media usage* dan *job engagement* berpengaruh signifikan terhadap *job satisfaction* pegawai Lapas Kelas I Tangerang. Populasi dalam penelitian ini merupakan pegawai Lapas Kelas I Tangerang berjumlah 74 orang. Teknik pengambilan sampel menggunakan teknik sensus, yaitu seluruh populasi di jadikan sampel penelitian. Teknik analisis yang digunakan adalah analisis PLS. Hasil pengujian membuktikan hipotesis pertama terbukti *work related social media usage* berpengaruh signifikan terhadap *job engagement*. Hipotesis kedua terbukti *social related social media usage* berpengaruh signifikan terhadap *job engagement*. Hipotesis ketiga terbukti *work related social media usage* berpengaruh signifikan terhadap *job satisfaction*. Hipotesis keempat terbukti *social related social media usage* berpengaruh signifikan terhadap *job satisfaction*. Hipotesis kelima terbukti *job engagement* berpengaruh signifikan terhadap *job satisfaction*. Hipotesis keenam terbukti secara signifikan *job engagement* dapat memediasi pengaruh *work related social media usage* terhadap *job satisfaction* pada Lapas Kelas I Tangerang. Hipotesis ketujuh *job engagement* tidak terbukti memediasi pengaruh *social related social media usage* terhadap *job satisfaction* pada Lapas Kelas I Tangerang.

Kata kunci: work related social media usage, social related social media usage, job engagement, job satisfaction

ABSTRACT

Employee job satisfaction is a factor that is considered important, because it can affect the running of the organization as a whole. The satisfaction felt by employees at work is an indication that employees have a happy feeling in completing their work. Apart from job satisfaction, employee job involvement is also needed at work. High work involvement will encourage employees to be able to increase the results (output) of the organization, so this can be an experience that shows the joy of employees. The purpose of this study was to determine the effect of work related social media usage and social media usage related to a significant effect on job engagement of the Tangerang Class I prison employees. To find out work related social media usage, social media related social media usage and job engagement have a significant effect on the job satisfaction of the Tangerang Class I prison employees. The population in this study were 74 employees of the Tangerang Class I prison. The sampling technique used was the census technique, in which the entire population was used as a research sample. The analysis technique used is PLS analysis. The test results prove that the first hypothesis is proven that work related social media usage has a significant effect on job engagement. The second hypothesis is proven that social related social media usage has a significant effect on job engagement. The third hypothesis is proven that work related social media usage has a significant effect on job satisfaction. The fourth hypothesis is proven that social related social media usage has a significant effect on job satisfaction. The fifth hypothesis is proven that job engagement has a significant effect on job satisfaction. The sixth hypothesis is proven that job engagement can significantly mediate the effect of work related social media usage on job satisfaction at the Class I Lapas Tangerang. The seventh hypothesis of job engagement is not proven to mediate the effect of social related social media usage on job satisfaction at the Tangerang Class I Prison.

Key word: work related social media usage, social related social media usage, job engagement, job satisfaction