

ABSTRAK

Perkembangan teknologi dan meluasnya penggunaan internet secara signifikan mempengaruhi dunia bisnis dan perilaku konsumen, mendorong pertumbuhan e-commerce dan sektor logistik di Indonesia. Namun, data di Shopee Express Bangkalan menunjukkan masalah kinerja kurir, seperti peningkatan kegagalan pengantaran paket dan keterlambatan karyawan. Diduga, hal ini disebabkan oleh kurangnya disiplin kerja dan motivasi, serta belum tercapainya kepuasan kerja. Penelitian kuantitatif ini bertujuan menganalisis pengaruh Disiplin Kerja dan Motivasi Kerja terhadap Kinerja Karyawan, dengan Kepuasan Kerja sebagai variabel mediasi pada kurir Shopee Express Bangkalan. Desain explanatory research digunakan untuk menguji hubungan sebab-akibat. Sampel penelitian dalam penelitian ini yaitu 52 kurir Shopee Express Bangkalan. Data dikumpulkan melalui kuesioner dengan skala Likert. Analisis data menggunakan Partial Least Square-Structural Equation Modeling (PLS-SEM) via SmartPLS 4.1.0.8. Hasilnya, disiplin kerja tidak berpengaruh signifikan terhadap kepuasan kerja ($p=0,910$) maupun kinerja karyawan ($p=0,704$). Motivasi kerja berpengaruh positif dan signifikan terhadap kepuasan kerja (koefisien 0,556; $p=0,005$). Kepuasan kerja berpengaruh positif dan signifikan terhadap kinerja karyawan (koefisien 0,617; $p=0,001$). Kepuasan kerja memediasi secara signifikan hubungan motivasi kerja terhadap kinerja karyawan (koefisien 0,343; $p=0,035$). Namun, kepuasan kerja tidak memediasi hubungan disiplin kerja terhadap kinerja karyawan ($p=0,903$). Temuan ini memberikan implikasi strategis bagi manajemen perusahaan.

Kata Kunci: Disiplin Kerja, Motivasi Kerja, Kepuasan Kerja, Kinerja Karyawan, Variabel Mediasi

ABSTRACT

Technological developments and the widespread use of the internet have significantly influenced the business world and consumer behavior, driving the growth of e-commerce and the logistics sector in Indonesia. However, data at Shopee Express Bangkalan shows courier performance issues, such as increased package delivery failures and employee tardiness. This is suspected to be caused by a lack of work discipline and motivation, as well as a lack of job satisfaction. This quantitative study has an objective to analyze the effect of Work Discipline and Work Motivation on Employee Performance, with Job Satisfaction as a mediating variable at Shopee Express Bangkalan. An explanatory research design is used to test the cause-and-effect relationship. The sample in this study consists of 52 Shopee Express Bangkalan couriers. Data are collected through a Likert scale questionnaire. Data analysis uses Partial Least Squares-Structural Equation Modeling (PLS-SEM) via SmartPLS 4.1.1.4. The results show that work discipline has no significant effect on job satisfaction ($p=0.910$) or employee performance ($p=0.704$). Work motivation has a positive and significant effect on job satisfaction (coefficient 0.556; $p=0.005$). Job satisfaction has a positive and significant effect on employee performance (coefficient 0.617; $p=0.001$). Job satisfaction significantly mediates the relationship between work motivation and employee performance (coefficient 0.343; $p=0.035$). However, job satisfaction does not mediate the relationship between work discipline and employee performance ($p=0.903$). These findings provide strategic implications for company management.

Keywords: Work Discipline, Work Motivation, Job Satisfaction, Employee Performance, Mediating Variable