

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh kepuasan kerja terhadap kinerja karyawan serta menguji peran *Artificial Intelligence* (AI) sebagai variabel moderasi pada karyawan PT Mitra Pedagang Indonesia. Penelitian menggunakan pendekatan kuantitatif eksplanatori dengan metode *Structural Equation Modeling–Partial Least Square* (SEM-PLS). Data dikumpulkan melalui kuesioner dari 109 responden yang dipilih menggunakan teknik *purposive sampling*. Kepuasan kerja diukur melalui aspek gaji, pekerjaan itu sendiri, rekan kerja, promosi, dan lingkungan kerja, sedangkan kinerja karyawan diukur berdasarkan kuantitas, kualitas, ketepatan waktu, dan kerja sama tim. *Artificial Intelligence* diukur melalui tingkat pemahaman, pemanfaatan, kendala, dan tindak lanjut penerapannya. Hasil penelitian menunjukkan bahwa kepuasan kerja berpengaruh positif terhadap kinerja karyawan, serta *Artificial Intelligence* mampu memperkuat hubungan antara kepuasan kerja dan kinerja karyawan. Temuan ini menegaskan pentingnya integrasi kepuasan kerja dan pemanfaatan teknologi AI dalam meningkatkan kinerja karyawan.

Kata Kunci: Kepuasan Kerja, Kinerja Karyawan, *Artificial Intelligence*.

ABSTRACT

This study aims to analyze the effect of job satisfaction on employee performance and to examine the role of Artificial Intelligence (AI) as a moderating variable among employees of PT Mitra Pedagang Indonesia. The research employs a quantitative explanatory approach using Structural Equation Modeling–Partial Least Square (SEM-PLS). Data were collected through questionnaires from 109 respondents selected using purposive sampling. Job satisfaction was measured through salary, the job itself, coworkers, promotion, and work environment, while employee performance was assessed based on quantity, quality, timeliness, and teamwork. Artificial Intelligence was measured through the level of understanding, utilization, constraints, and follow-up implementation. The results indicate that job satisfaction has a positive effect on employee performance, and Artificial Intelligence strengthens the relationship between job satisfaction and employee performance. These findings highlight the importance of integrating job satisfaction and AI utilization to enhance employee performance.

Keywords: *Job Satisfaction, Employee Performance, Artificial Intelligence.*