

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh dukungan organisasi dan lingkungan kerja terhadap komitmen organisasional, kepuasan kerja, dan produktivitas kerja agen asuransi yang tergabung dalam Asosiasi Asuransi Jiwa Indonesia (AAJI) di Jawa Timur. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Data dikumpulkan melalui penyebaran kuesioner kepada 100 responden yang dipilih menggunakan teknik purposive sampling. Analisis data dilakukan menggunakan Structural Equation Modeling–Partial Least Squares (SEM-PLS) dengan bantuan perangkat lunak SmartPLS. Hasil penelitian menunjukkan bahwa dukungan organisasi dan lingkungan kerja berpengaruh positif dan signifikan terhadap komitmen organisasional. Selain itu, komitmen organisasional berpengaruh positif dan signifikan terhadap kepuasan kerja dan produktivitas kerja. Kepuasan kerja juga terbukti berpengaruh positif dan signifikan terhadap produktivitas kerja. Temuan penelitian menunjukkan bahwa peningkatan dukungan organisasi serta terciptanya lingkungan kerja yang kondusif mampu memperkuat komitmen organisasional, meningkatkan kepuasan kerja, dan mendorong produktivitas kerja agen asuransi. Oleh karena itu, perusahaan asuransi perlu mengoptimalkan dukungan organisasi dan menciptakan lingkungan kerja yang nyaman guna meningkatkan komitmen organisasional, kepuasan kerja, dan produktivitas kerja agen secara berkelanjutan.

Kata Kunci: Dukungan Organisasi, Lingkungan Kerja, Komitmen Organisasional, Kepuasan Kerja, Produktivitas Kerja.

ABSTRACT

This study aims to examine the effects of organizational support and the work environment on organizational commitment, job satisfaction, and work productivity among insurance agents affiliated with the Indonesian Life Insurance Association (AAJI) in East Java. This study employed a quantitative research approach using a survey method. Data were collected through questionnaires distributed to 100 respondents selected using a purposive sampling technique. The data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with the assistance of SmartPLS software. The results indicate that organizational support and the work environment have positive and significant effects on organizational commitment. Furthermore, organizational commitment has a positive and significant effect on both job satisfaction and work productivity. Job satisfaction also has a positive and significant effect on work productivity. These findings suggest that strengthening organizational support and creating a conducive work environment can enhance organizational commitment, improve job satisfaction, and increase the work productivity of insurance agents. Therefore, insurance companies are encouraged to develop effective human resource management strategies by providing adequate organizational support and fostering a supportive work environment to achieve sustainable organizational performance.

Keywords: Organizational Support, Work Environment, Organizational Commitment, Job Satisfaction, Work Productivity.