

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh Work From Anywhere dan Work Life Balance terhadap kinerja dengan Motivasi Berprestasi sebagai variabel mediasi pada anggota RedSeller PT. Commeasure Solution Indonesia. Penelitian ini merupakan penelitian kuantitatif dengan pendekatan kausalitas. Populasi dalam penelitian ini adalah seluruh RedSeller PT. Commeasure Solution Indonesia (RedDoorz) di lima kota besar di Jawa Timur. Sampel yang digunakan berjumlah 100 responden yang dipilih menggunakan teknik simple random sampling. Pengumpulan data primer dilakukan secara daring dengan menyebarkan kuesioner skala semantic scale. Data yang diperoleh kemudian dianalisis menggunakan metode Structural Equation Modeling - Partial Least Squares (SEM-PLS). Hasil pengujian hipotesis menunjukkan bahwa Work From Anywhere berpengaruh secara positif dan signifikan terhadap kinerja maupun Motivasi Berprestasi RedSeller. Sebaliknya, Work Life Balance terbukti tidak memberikan pengaruh yang signifikan terhadap kinerja dan Motivasi Berprestasi. Motivasi Berprestasi sendiri memiliki pengaruh positif dan signifikan terhadap kinerja. Dalam pengujian mediasi, ditemukan bahwa Motivasi Berprestasi mampu memediasi pengaruh Work From Anywhere terhadap kinerja secara signifikan, namun Motivasi Berprestasi tidak mampu memediasi pengaruh Work Life Balance terhadap kinerja.

Kata kunci: *Work From Anywhere, Work Life Balance, Kinerja, Motivasi Berprestasi, RedSeller, RedDoorz.*

ABSTRACT

This study aims to analyze the influence of Work From Anywhere and Work-Life Balance on performance with Achievement Motivation as a mediating variable in RedSeller members of PT. Commeasure Solution Indonesia. This research is a quantitative study with a causality approach. The population in this study were all RedSellers of PT. Commeasure Solution Indonesia (RedDoorz) in five major cities in East Java. The sample used was 100 respondents selected using a simple random sampling technique. Primary data collection was conducted online by distributing a semantic scale questionnaire. The data obtained were then analyzed using Structural Equation Modeling - Partial Least Squares (SEM-PLS). The results of the hypothesis testing indicate that Work From Anywhere has a positive and significant effect on RedSeller performance and achievement motivation. In contrast, Work-Life Balance was shown to have no significant effect on performance and Achievement Motivation. Achievement Motivation itself had a positive and significant effect on performance. In the mediation test, it was found that Achievement Motivation significantly mediated the effect of Work From Anywhere on performance, but Achievement Motivation unable to mediate the influence of Work Life Balance on performance.

Keywords: Work From Anywhere, Work Life Balance, Performance, Achievement Motivation, RedSeller, RedDoorz.