

ABSTRAK

VOKASSO ELVISSAPM SIMANUNGKALIT, NIM 7183210039, “Pengaruh *Quality of Work Life* dan Pengembangan Karir Terhadap Kepuasan Kerja Karyawan PT. Bank Rakyat Indonesia, Tbk Cabang Medan Thamrin”. Program Studi Manajemen, Jurusan Manajemen, Fakultas Ekonomi Universitas Negeri Medan Tahun 2025.

Tujuan penelitian ini ialah mengetahui bagaimana kepuasan kerja karyawan di PT Bank Rakyat Indonesia, Tbk Cabang Medan Thamrin dipengaruhi oleh pengembangan karir dan kualitas kehidupan kerja. Penelitian dilakukan di PT Bank Rakyat Indonesia, Tbk Cabang Medan Thamrin yang mempekerjakan 226 orang. Metode yang digunakan adalah *purposive sampling*, dengan jumlah sampel 69 orang. Kuesioner didistribusikan sebagai bagian dari metode pengumpulan data. Dengan menggunakan perangkat lunak SPSS Statistics 25 for Windows, metode analisis data berikut ini digunakan: analisis regresi, uji validitas dan reliabilitas, uji t dan F, uji asumsi klasik, serta koefisien determinasi.

Berdasarkan hasil penelitian diperoleh persamaan regresi $Y = 2,328 + 0,366X_1 + 0,214X_2 + e$. Diperoleh nilai R^2 sebesar 0,834 dan dapat disimpulkan bahwa *Quality of Work Life* (X_1) dan Pengembangan Karir (X_2) memiliki pengaruh sebesar 83,4 % terhadap Kepuasan kerja. Hasil uji t (parsial) menunjukkan bahwa variabel *quality of work life* berpengaruh positif dan signifikan terhadap kepuasan kerja sebesar 4,982 dan variabel pengembangan karir tidak berpengaruh terhadap kepuasan kerja karena t_{hitung} hanya sebesar 1,693. Melalui uji f (simultan) dapat diketahui bahwa f_{hitung} sebesar 166,330 dengan nilai signifikansi 0,001 sehingga dapat disimpulkan bahwa terdapat pengaruh *quality of work life* dan pengembangan karir terhadap kepuasan kerja secara simultan.

Kata Kunci : *Quality of Work Life*, Pengembangan Karir, Kepuasan Kerja

ABSTRACT

VOKASSO ELVISSAPM SIMANUNGKALIT, NIM 7183210039, “The Influence of Quality of Work Life and Career Development on Employee Job Satisfaction of PT. Bank Rakyat Indonesia, Tbk Medan Thamrin Branch”. Management Study Program, Department of Management, Faculty of Economics, State University of Medan in 2025.

The purpose of this study is to ascertain how employee job satisfaction at PT Bank Rakyat Indonesia, Tbk Medan Thamrin Branch, is impacted by career development and work-life quality. This study was carried out at the Tbk Medan Thamrin Branch of PT Bank Rakyat Indonesia, which employs 226 people. Purposive sampling was the method employed, and there were 69 participants in the sample. Questionnaires are distributed as part of the data collection method. Using the SPSS Statistics 25 for Windows software, the following data analysis methods are employed: regression analysis, validity and reliability testing, the t and F tests, the classical assumption test, and the coefficient of determination.

Based on the results of the study, the regression equation $Y = 2.328 + 0.366X_1 + 0.214X_2 + e$. An R^2 value of 0.834 was obtained and it can be concluded that Quality of Work Life (X_1) and Career Development (X_2) have an influence of 83.4% on job satisfaction. The results of the t-test (partial) showed that the quality of work life variable had a positive and significant effect on job satisfaction of 4.982 and the career development variable had no effect on job satisfaction because the t_{count} was only 1.693. Through the f-test (simultaneous), it can be found that the f-count is 166.330 with a significance value of 0.001 so that it can be concluded that there is an influence of quality of work life and career development on job satisfaction simultaneously.

KeyWords : Quality of Work Life, Career Development, Employee Job Satisfaction