

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh career path, gaya kepemimpinan, dan job crafting terhadap kepuasan kerja pegawai, baik secara langsung maupun tidak langsung melalui turnover intention, pada Dinas Perindustrian dan Perdagangan Kabupaten Deli Serdang. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Populasi dalam penelitian ini adalah seluruh pegawai Dinas Perindustrian dan Perdagangan Kabupaten Deli Serdang, dengan jumlah sampel sebanyak 43 responden. Teknik analisis data yang digunakan adalah regresi linear berganda dengan bantuan aplikasi Stata. Hasil penelitian menunjukkan bahwa secara simultan career path, gaya kepemimpinan, dan job crafting berpengaruh signifikan terhadap kepuasan kerja pegawai. Secara parsial, career path dan gaya kepemimpinan berpengaruh positif dan signifikan terhadap kepuasan kerja, sedangkan job crafting berpengaruh negatif dan tidak signifikan. Selanjutnya, hasil analisis regresi menunjukkan bahwa career path, gaya kepemimpinan, dan job crafting tidak berpengaruh signifikan terhadap turnover intention pegawai. Selain itu, turnover intention tidak terbukti memediasi pengaruh career path terhadap kepuasan kerja, sehingga pengaruh tidak langsung melalui variabel intervening tidak signifikan. Temuan ini mengindikasikan bahwa peningkatan kepuasan kerja pegawai pada Dinas Perindustrian dan Perdagangan Kabupaten Deli Serdang lebih efektif dilakukan melalui pengelolaan jalur karier yang jelas dan penerapan gaya kepemimpinan yang tepat, dibandingkan melalui upaya pengendalian turnover intention. Penelitian ini diharapkan dapat menjadi bahan pertimbangan bagi pimpinan organisasi dalam merumuskan kebijakan manajemen sumber daya manusia yang berorientasi pada peningkatan kepuasan kerja pegawai.

Kata kunci: Career Path, Gaya Kepemimpinan, Job Crafting, Turnover Intention, Kepuasan Kerja.

ABSTRACT

This research aims to analyze the influence of career path, leadership style, and job crafting on employee job satisfaction, both directly and indirectly through turnover intention, at the Department of Industry and Trade of Deli Serdang Regency. This research uses a quantitative approach with survey methods. The population in this study were all employees of the Department of Industry and Trade of Deli Serdang Regency, with a total sample of 43 respondents. The data analysis technique used is multiple linear regression with the help of the Stata application. The research results show that simultaneously career path, leadership style, and job crafting have a significant effect on employee job satisfaction. Partially, career path and leadership style have a positive and significant effect on job satisfaction, while job crafting has a negative and insignificant effect. Furthermore, the results of the regression analysis show that career path, leadership style, and job crafting do not have a significant effect on employee turnover intention. Apart from that, turnover intention is not proven to mediate the effect of career path on job satisfaction, so the indirect effect through intervening variables is not significant. These findings indicate that increasing employee job satisfaction at the Department of Industry and Trade of Deli Serdang Regency is more effectively achieved through clear career path management and the application of appropriate leadership styles, rather than through efforts to control turnover intention. It is hoped that this research can be used as consideration for organizational leaders in formulating human resource management policies that are oriented towards increasing employee job satisfaction.

Keywords : Career Path, Leadership Style, Job Crafting, Turnover Intention, Job Satisfaction.