

ABSTRAK

PENGARUH MOTIVASI, BEBAN KERJA, DAN SISTEM HYBRID WORKING TERHADAP KINERJA KARYAWAN UMKM BRAND LOKAL TNGR DEADLY

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Penelitian ini mempunyai tujuan untuk mengetahui: 1) Pengaruh secara simultan motivasi, beban kerja, dan sistem *HybridWorking* terhadap kinerja karyawan pada umkm tngr deadly, 2) Pengaruh secara parsial motivasi terhadap kinerja karyawan pada umkm tngr deadly, 3) Pengaruh secara parsial beban kerja terhadap kinerja karyawan pada umkm tngr deadly, dan 4) Pengaruh secara parsial *hybrid working* terhadap kinerja karyawan pada umkm tngr deadly. Populasi penelitian ini mencakup seluruh karyawan tetap TNGR Deadly. populasi dijadikan sampel melalui teknik sampling jenuh. Teknik analisis data yang diterapkan adalah analisis regresi linear berganda dengan bantuan program IBM SPSS 25. Temuan ini memperlihatkan bahwasanya: 1) motivasi, beban kerja, dan sistem *hybrid working* berpengaruh secara simultan terhadap kinerja karyawan di tngr deadly, 2) motivasi berpengaruh secara parsial terhadap kinerja karyawan di tngr deadly, 3) beban kerja berpengaruh secara parsial terhadap kinerja karyawan di tngr deadly, dan 4) Sistem *HybridWorking* berdampak secara parsial kepada kinerja di tngr deadly.

Kata kunci: Motivasi, Beban Kerja, Hybrid Working, Kinerja Karyawan.

ABSTRACT

THE INFLUENCE OF MOTIVATION, WORKLOAD, AND HYBRID WORKING SYSTEMS ON EMPLOYEE PERFORMANCE OF THE LOCAL UMKM BRAND TNGR DEADLY

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The purpose of this study is to determine: 1) The simultaneous effect of motivation, workload, and the HybridWorking system on employee performance at TNGR Deadly SME; 2) The partial effect of motivation on employee performance at TNGR Deadly SME; 3) The partial effect of workload on employee performance at TNGR Deadly SME; and 4) The partial effect of HybridWorking on employee performance at TNGR Deadly SME. The study population comprised all permanent employees of TNGR Deadly. The population was sampled using a saturation sampling technique. The data analysis technique applied was multiple linear regression analysis using IBM SPSS 25. The findings reveal that: 1) motivation, workload, and the hybrid working system simultaneously influence employee performance at TNGR Deadly; 2) motivation has a partial effect on employee performance at TNGR Deadly; 3) workload has a partial effect on employee performance at TNGR Deadly; and 4) the hybrid working system has a partial effect on employee performance at TNGR Deadly.

Keywords: Motivation, Workload, Hybrid Working, Employee Performance.

