

ABSTRAK

Penelitian ini bertujuan untuk menginvestigasi peran *work attitude* sebagai mediator dalam hubungan antara *corporate culture*, *management support*, dan produktivitas kerja karyawan. *Corporate culture* dan *management support* dianggap sebagai faktor-faktor kunci yang dapat memengaruhi produktivitas karyawan. Namun, belum ada penelitian yang secara menyeluruh mengeksplorasi bagaimana *work attitude* memediasi pengaruh keduanya terhadap produktivitas kerja. Populasi yang peneliti gunakan adalah seluruh pegawai PT PLN (Persero) Unit Pelaksana Pelayanan Pelanggan (UP3) Bali Timur yang berjumlah 119 orang pegawai, penentuan sampel menggunakan metode sensus sehingga seluruh populasi digunakan sebagai sampel. Teknik pengumpulan data menggunakan penyebaran kuesioner melalui *google form*. Teknik analisis data yang digunakan adalah analisis SEM-PLS. Hasil penelitian ini menunjukkan bahwa *corporate culture* berpengaruh positif terhadap produktivitas kerja karyawan. *Management support* berpengaruh positif terhadap produktivitas kerja karyawan PT PLN Bali Timur. *Work attitude* berpengaruh positif terhadap produktivitas kerja karyawan PT PLN Bali Timur. *Corporate culture* berpengaruh positif terhadap *work attitude* karyawan PT PLN Bali Timur. *Management support* berpengaruh positif terhadap *work attitude* karyawan PT PLN Bali Timur. *Work attitude* dapat memediasi pengaruh *corporate culture* terhadap produktivitas kerja karyawan PT PLN Bali Timur. *Work attitude* dapat memediasi pengaruh *management support* terhadap produktivitas kerja karyawan PT PLN Bali Timur. Penelitian ini diharapkan dapat memberikan kontribusi teoritis dan praktis dalam pengembangan literatur manajemen sumber daya manusia serta memberikan panduan bagi praktisi untuk meningkatkan efektivitas strategi manajemen di lingkungan kerja yang kompetitif.

Kata kunci: *work attitude*, *corporate culture*, *management support*, produktivitas kerja karyawan

ABSTRACT

This research aims to investigate the role of work attitudes as a mediator in the relationship between company culture, management support, and employee work productivity. Company culture and management support are considered key factors that can influence employee productivity. However, there has been no research that thoroughly explores how work attitudes mediate the influence of both on work productivity. The population that the researchers used was all employees of PT PLN (Persero) East Bali Customer Service Implementation Unit (UP3), totaling 119 employees. The sample was determined using the census method so that the entire population was used as a sample. The data collection technique uses questionnaire distribution via Google Form. The data analysis technique used is SEM-PLS. The results of this research indicate that company culture has a positive effect on employee work productivity. Management support has a positive effect on the work productivity of PT PLN East Bali employees. Work attitude has a positive effect on the work productivity of PT PLN East Bali employees. Company culture has a positive effect on the work attitudes of PT PLN East Bali employees. Management support has a positive effect on the work attitudes of PT PLN East Bali employees. Work attitudes can mediate the influence of company culture on the work productivity of PT PLN East Bali employees. Work attitudes can mediate the influence of management support on the work productivity of PT PLN East Bali employees. This research is expected to provide theoretical and practical contributions to the development of human resources literature as well as provide guidance for practitioners to increase the effectiveness of management strategies in competitive work environments.

Key words: *work attitude, company culture, management support, employee work productivity*

