

ABSTRAK

Leho, Osin, Marjelina (2026), *Dukungan Perusahaan dalam Memediasi Determinan Kepuasan Kerja dan Produktivitas Kerja Peserta Magang Bakti PT. Bank Central Asia Tbk Di Denpasar Bali*. Tesis, Ilmu Manajemen, Program Pascasarjana, Universitas Pendidikan Ganesha.

Tesis ini sudah disetujui dan diperiksa oleh Pembimbing I : Dr. Ni Made Ary Widiastini, S.St.Par.,M.Par. dan Pembimbing II : Dr. Ni Nyoman Yulianthini, S.E.,M.M.

Kata-kata kunci: Literasi Digital, Kemampuan Adaptasi Teknologi, Dukungan Perusahaan, Kepuasan Kerja, Produktivitas Kerja.

Penelitian ini dilatarbelakangi oleh perkembangan teknologi digital yang menuntut peserta magang bakti BCA memiliki literasi digital serta adaptasi teknologi dengan baik agar dapat membantu memberikan pelayanan berbasis digital kepada nasabah secara efektif. Keterampilan tersebut menjadi optimal apabila mendapatkan dukungan dari perusahaan berupa pemberian pelatihan, pendampingan, pengarahan, penghargaan, penyediaan sarana dan prasarana teknologi yang memadai serta komunikasi yang transparan. Penelitian ini bertujuan untuk mengkaji pengaruh literasi digital dan kemampuan adaptasi teknologi terhadap kepuasan kerja dan produktivitas kerja dengan dukungan perusahaan berperan sebagai variabel mediasi.

Penelitian ini menggunakan pendekatan kuantitatif dengan desain *explanatory research* untuk menjelaskan hubungan kausalitas antar variabel. Penelitian dilaksanakan pada peserta magang bakti BCA di Denpasar, Bali. Data dikumpulkan menggunakan kuisioner dengan teknik sampling jenuh (*saturated sampling*), yaitu menggunakan seluruh populasi peserta magang bakti BCA di Denpasar, Bali yang berjumlah 120 orang sebagai sampel penelitian. Instrumen penelitian dinyatakan valid karena seluruh indikator memiliki nilai *Outer Loading* >0,70. Selain itu, hasil pengujian hipotesis menunjukkan bahwa nilai *Cronbach's Alpha* dan *Composite Reliability* juga >0,70. Analisis data kemudian dianalisis menggunakan metode *Partial Least Square-Structural Equation Modeling* (PLS-SEM).

Hasil penelitian menunjukkan bahwa literasi digital memberikan pengaruh positif dan signifikan terhadap dukungan perusahaan maupun kepuasan kerja. Kemampuan adaptasi teknologi juga terbukti memberikan pengaruh positif dan signifikan terhadap dukungan perusahaan serta produktivitas kerja. Selain itu, dukungan perusahaan berpengaruh positif dan signifikan terhadap kepuasan kerja serta produktivitas kerja. Temuan penelitian ini menyimpulkan bahwa dukungan perusahaan berperan sebagai variabel mediasi dalam hubungan antara literasi digital dengan kemampuan adaptasi teknologi

ABSTRACT

Leho, Osin, Marjelina (2026). Company Support as a Mediator of the Determinants of Job Satisfaction and Work Productivity among Bakti Internship Participants at PT Bank Central Asia Tbk in Denpasar, Bali. Master's Thesis, Master of Management Program, Graduate School, Ganesha University of Education.

This thesis has been examined and approved by Supervisor I, Dr. Ni Made Ary Widiastini, S.St.Par., M.Par., and Supervisor II, Dr. Ni Nyoman Yulianthini, S.E., M.M.

Keywords: Digital Literacy, Technology Adaptability, Company Support, Job Satisfaction, Work Productivity.

This study was motivated by the rapid development of digital technology, which requires BCA apprenticeship participants to possess adequate digital literacy and technological adaptation skills in order to provide effective digital-based services to customers. These competencies can be optimized through organizational support, including training programs, mentoring, guidance, rewards, the provision of adequate technological facilities and infrastructure, as well as transparent communication. Therefore, this study aims to examine the effects of digital literacy and technological adaptation capability on job satisfaction and work productivity, with company support acting as a mediating variable.

This study employed a quantitative approach with an explanatory research design to investigate the causal relationships among variables. The research was conducted among BCA apprenticeship participants in Denpasar, Bali. Data were collected through questionnaires using a saturated sampling technique, in which the entire population of 120 apprenticeship participants in Denpasar, Bali, was included as the research sample. The research instruments were considered valid, as all indicators achieved outer loading values above 0.70. Furthermore, the results of the reliability test indicated that both Cronbach's Alpha and Composite Reliability values exceeded 0.70. Data analysis was subsequently performed using the Partial Least Squares–Structural Equation Modeling (PLS-SEM) method.

The findings revealed that digital literacy has a positive and significant effect on both company support and job satisfaction. Technological adaptation capability was also found to have a positive and significant influence on company support and work productivity. In addition, company support significantly affects job satisfaction and work productivity. The study further concludes that company support serves as a mediating variable in the relationship between digital literacy and technological adaptation capability and their effects on job satisfaction and work productivity.