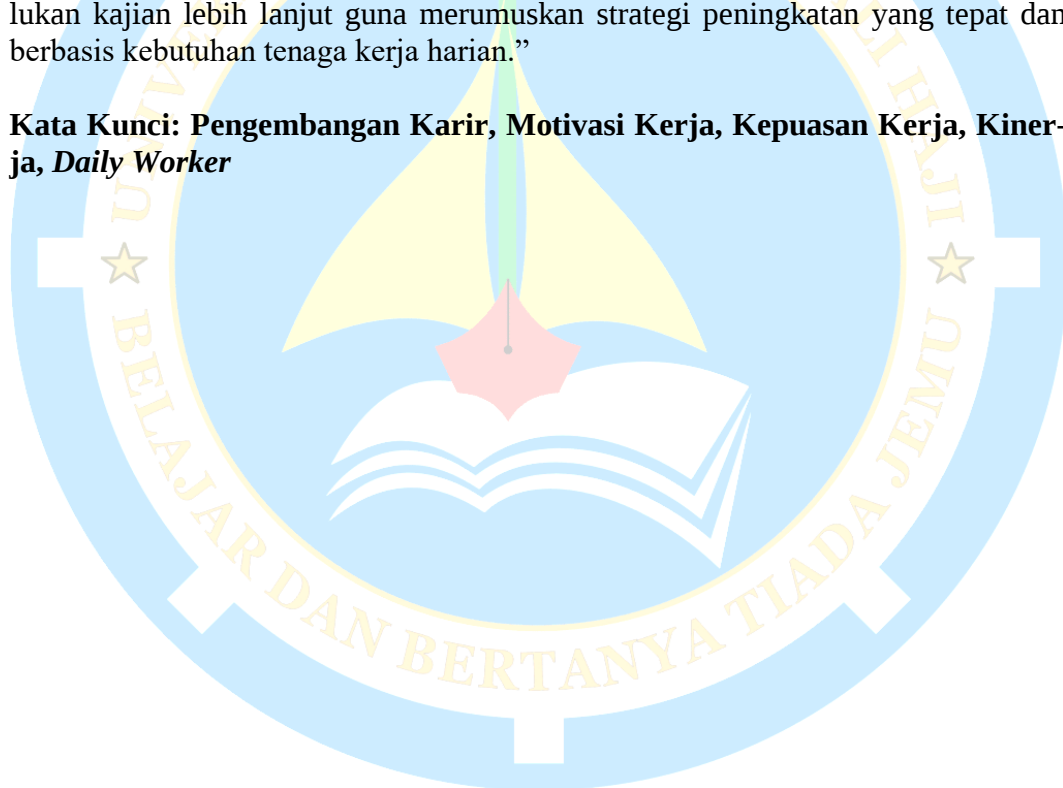


ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh Pengembangan Karir, Motivasi Kerja, dan Kepuasan Kerja terhadap Kinerja *Daily Worker* di Turi Beach Resort Batam. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik pengumpulan data melalui penyebaran kuesioner kepada 80 responden yang merupakan tenaga *daily worker*. Metode pengambilan sampel menggunakan teknik sampling jenuh. Analisis data dilakukan dengan menggunakan metode *Structural Equation Modeling* (SEM) berbasis *Partial Least Square* (PLS) dengan bantuan software SmartPLS 4.0. Hasil penelitian menunjukkan bahwa Pengembangan Karir berpengaruh positif dan signifikan terhadap Kinerja, Motivasi Kerja juga berpengaruh positif dan signifikan terhadap Kinerja, dan Kepuasan Kerja memiliki pengaruh positif namun tidak signifikan terhadap Kinerja *Daily Worker*. Temuan ini mengindikasikan bahwa penguatan aspek karir dan motivasi kerja dapat menjadi faktor kunci dalam meningkatkan performa pekerja harian di sektor perhotelan, sementara kepuasan kerja memerlukan kajian lebih lanjut guna merumuskan strategi peningkatan yang tepat dan berbasis kebutuhan tenaga kerja harian.”

Kata Kunci: Pengembangan Karir, Motivasi Kerja, Kepuasan Kerja, Kinerja, *Daily Worker*



ABSTRACT

This study aims to examine and analyze the influence of career development, work motivation, and job satisfaction on the performance of daily workers at Turi Beach Resort Batam. The research employed a quantitative approach, with data collected through questionnaires distributed to 80 respondents who are employed as daily workers. The sampling technique used was a saturated sampling method. Data analysis was conducted using Structural Equation Modeling (SEM) based on the Partial Least Squares (PLS) approach, utilizing SmartPLS 4.0 software. The results showed that career development had a positive and significant effect on performance, work motivation also had a positive and significant effect on performance, while job satisfaction had a positive but not significant effect on the performance of daily workers. These findings indicate that strengthening career development and work motivation can be key factors in improving the performance of daily workers in the hospitality sector, whereas job satisfaction requires further investigation to develop appropriate and needs-based improvement strategies for this category of employees.

Keywords: Career Development, Work Motivation, Job Satisfaction, Performance, Daily Worker

