

ABSTRAK

Kinerja karyawan adalah aspek penting yang memengaruhi efektivitas organisasi, terutama di lembaga publik yang fokus pada pelayanan masyarakat seperti BPJS Ketenagakerjaan. Dalam beberapa tahun terakhir, BPJS Ketenagakerjaan Tanjungpinang telah mengalami fluktuasi kinerja pegawai yang dipengaruhi oleh perubahan aturan, tuntutan administratif, serta budaya kerja yang masih bersifat birokratis. Situasi ini menimbulkan kebutuhan untuk mengkaji faktor-faktor internal yang berdampak pada kinerja karyawan. Penelitian ini bertujuan untuk mengetahui pengaruh *job crafting*, *Work Engagement*, dan *Work Culture* terhadap *Employee Performance* di BPJS Ketenagakerjaan Tanjungpinang. Metode yang digunakan dalam penelitian ini adalah pendekatan kuantitatif dengan survei. Populasi penelitian meliputi seluruh pegawai BPJS Ketenagakerjaan Tanjungpinang yang jumlahnya 30 orang, dengan teknik pengambilan sampel jenuh. Data diambil melalui kuesioner dengan skala Likert dan dianalisis menggunakan regresi linear berganda dengan program SPSS 27. Temuan penelitian mengungkapkan bahwa *job crafting* tidak memengaruhi *Employee Performance* secara signifikan. Di sisi lain, *Work Engagement* berpengaruh signifikan terhadap *Employee Performance*, dan *Work Culture* juga memiliki pengaruh signifikan terhadap *Employee Performance*. Secara bersamaan, *job crafting*, *Work Engagement*, dan *Work Culture* memberikan pengaruh signifikan terhadap *Employee Performance*.

Kata Kunci: *Job Crafting*, *Work Engagement*, *Work Culture*, *Employee Performance*

ABSTRACT

Employee performance is an important aspect that affects organizational effectiveness, especially in public institutions that focus on public services such as BPJS Ketenagakerjaan. In recent years, BPJS Ketenagakerjaan Tanjungpinang has experienced fluctuations in employee performance influenced by regulatory changes, administrative demands, and a work culture that is still bureaucratic in nature. This situation has created a need to examine the internal factors that affect employee performance. This study aims to determine the influence of job crafting, work engagement, and work culture on employee performance at BPJS Ketenagakerjaan Tanjungpinang. The method used in this study is a quantitative approach with a survey. The research population includes all 30 employees of BPJS Ketenagakerjaan Tanjungpinang, with a saturated sampling technique. Data were collected through a questionnaire using a Likert scale and analyzed using multiple linear regression with the SPSS 27 program. The findings revealed that job crafting did not significantly affect employee performance. On the other hand, work engagement had a significant effect on employee performance, and work culture also had a significant effect on employee performance. Together, job crafting, work engagement, and work culture had a significant effect on employee performance.

Keywords: Job Crafting, Work Engagement, Work Culture, Employee Performance