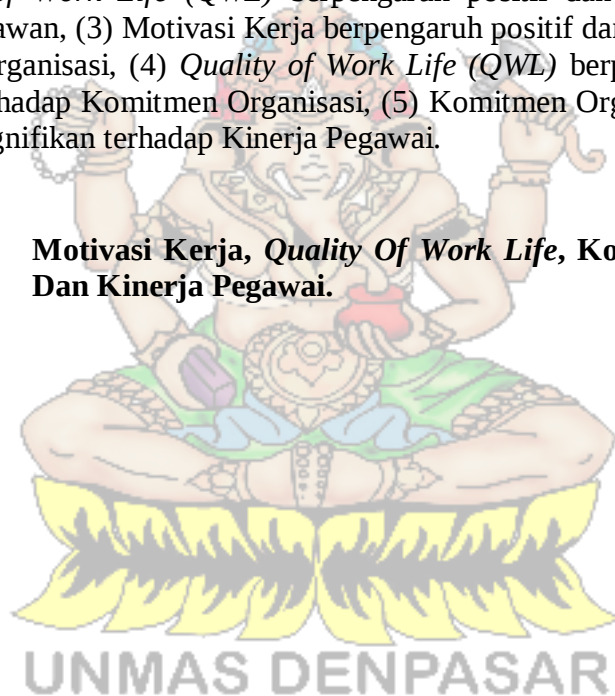


ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh Motivasi Kerja dan *Quality Of Work Life (QWL)* terhadap Komitmen Organisasi dan Kinerja Pegawai pada Dinas Perindustrian dan Perdagangan Provinsi Bali. Penelitian ini dilakukan pada Dinas Perindustrian dan Perdagangan Provinsi Bali dengan jumlah sampel yang digunakan sebanyak 80 orang menggunakan metode sampling jenuh atau total sampling. Pengumpulan data menggunakan kuesioner. Seluruh data yang diperoleh dari distribusi kuesioner layak digunakan, selanjutnya dianalisis menggunakan *Structural Equation Modeling (SEM)* berbasis varian yang dikenal dengan analisis *Partial Least Square (PLS)*. Hasil penelitian menunjukkan bahwa (1) Motivasi Kerja berpengaruh positif dan signifikan terhadap Kinerja Pegawai, (2) *Quality of Work Life (QWL)* berpengaruh positif dan signifikan terhadap Kinerja Karyawan, (3) Motivasi Kerja berpengaruh positif dan signifikan terhadap Komitmen Organisasi, (4) *Quality of Work Life (QWL)* berpengaruh positif dan signifikan terhadap Komitmen Organisasi, (5) Komitmen Organisasi berpengaruh positif dan signifikan terhadap Kinerja Pegawai.

Kata kunci: Motivasi Kerja, *Quality Of Work Life*, Komitmen Organisasi Dan Kinerja Pegawai.



ABSTRACT

This study aims to determine the effect of Work Motivation and Quality Of Work Life (QWL) on Organizational Commitment and Employee Performance at the Bali Province Industry and Trade Office. This research was conducted at the Department of Industry and Trade of the Province of Bali with the number of samples used as many as 80 people using the saturated sampling method or total sampling. Collecting data using a questionnaire. All data obtained from the distribution of questionnaires are suitable for use, then analyzed using Structural Equation Modeling (SEM) based on variants known as Partial Least Square (PLS) analysis. The results showed that (1) Work Motivation had a positive and significant effect on Employee Performance, (2) Quality of Work Life (QWL) had a positive and significant effect on Employee Performance, (3) Work Motivation had a positive and significant effect on Organizational Commitment, (4) Quality of Work Life (QWL) has a positive and significant effect on Organizational Commitment, (5) Organizational Commitment has a positive and significant effect on Employee Performance.

Keywords : Work Motivation, Quality Of Work Life, Organizational Commitment And Employee Performance.

