

ABSTRACT

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Judul Tugas Akhir (Tesis) : The Role of Charismatic Leadership and Work-Life Balance Towards Organizational Commitment Through Employee Job Satisfaction in Broadcasting Industry

Imbalance in an employee's work life has become a main problem because many issues arise relating to employee's welfare, productivity levels, and boredom at work. Work-life balance has become a vulnerable topic because it offers tangible benefits to the organization and its success. The purpose of this study was to provide an explanation of the influence of charismatic leadership and work-life balance on organizational commitment through employee job satisfaction in the broadcasting industry. A survey was conducted by using a questionnaire distributed in November-December 2019 in which respondents were 190 employees in the broadcasting industry in Jabodetabek. Data were analyzed using Structural Equation Model (SEM). The results showed that good charismatic leadership increased employee job satisfaction, a good work-life balance increased employee job satisfaction, good job satisfaction increased employee organizational commitment, good charismatic leadership increased employee organizational commitment, and a good work-life balance did not increase employee organizational commitment directly.

Keywords: charismatic leadership, work-life balance, job satisfaction, organizational commitment, broadcasting industry.

ABSTRAK

Ketidakseimbangan dalam kehidupan kerja seorang karyawan telah menjadi masalah utama karena banyaknya isu yang berkaitan dengan kesejahteraan karyawan, tingkat produktivitas dan kebosanan di tempat kerja. *Work-Life Balance* kini telah menjadi topik yang rentan karena menawarkan manfaat nyata bagi organisasi dan keberhasilannya, sehingga tujuan yang ingin dicapai pada penelitian ini adalah memberikan penjelasan tentang pengaruh kepemimpinan karismatik dan *work-life balance* terhadap komitmen organisasional melalui kepuasan kerja karyawan pada industri *broadcasting*. Penelitian dilakukan dengan survey menggunakan kuesioner yang disebar pada bulan November-Desember 2019 dimana responden yang digunakan sebanyak 190 karyawan pada industri *broadcasting* di Jabodetabek. Data dianalisis dengan menggunakan *Structural Equation Model* (SEM). Hasil penelitian ini menunjukkan bahwa kepemimpinan karismatik yang baik akan meningkatkan kepuasan kerja karyawan, *work-life balance* yang baik akan meningkatkan kepuasan kerja karyawan, kepuasan kerja yang baik akan meningkatkan komitmen organisasional karyawan, kepemimpinan karismatik yang baik akan meningkatkan komitmen organisasional karyawan dan *work-life balance* yang baik tidak meningkatkan komitmen organisasional karyawan secara langsung.

Kata kunci: kepemimpinan karismatik, *work-life balance*, kepuasan kerja, komitmen organisasional, *broadcasting*.