ABSTRAK

Penelitian ini dilatarbelakangi oleh fluktuasi capaian *Key Performance Indicators* (KPI), khususnya *Success Answer Call Ratio* (SCR), yang menunjukkan adanya ketidakstabilan kinerja karyawan dalam memenuhi standar *Service Level Agreement* (SLA). Penelitian ini bertujuan untuk menganalisis pengaruh disiplin kerja dan stres kerja terhadap kinerja karyawan dengan motivasi kerja sebagai variabel mediasi pada PT Infomedia Nusantara. Metode penelitian yang digunakan adalah kuantitatif dengan pendekatan asosiatif. Populasi penelitian adalah seluruh karyawan PT Infomedia Nusantara, dengan penentuan sampel menggunakan teknik *sensus sampling* dengan 126 responden. Data dikumpulkan melalui kuesioner skala Likert dan dianalisis menggunakan analisis deskriptif dan verifikatif dengan pendekatan *Structural Equation Modeling–Partial Least Square* (SEM-PLS). Hasil penelitian menunjukkan bahwa menunjukkan bahwa disiplin kerja berpengaruh positif dan signifikan terhadap kinerja karyawan serta motivasi kerja. Motivasi kerja juga terbukti berpengaruh positif dan signifikan terhadap kinerja karyawan, sehingga menjadi faktor utama dalam meningkatkan produktivitas dan pencapaian target kerja. Sebaliknya, stres kerja berpengaruh negatif dan signifikan terhadap kinerja karyawan maupun motivasi kerja, yang mengindikasikan bahwa tekanan kerja yang tinggi dapat menurunkan semangat dan kualitas hasil kerja. Lebih lanjut, hasil pengujian pengaruh tidak langsung menunjukkan bahwa motivasi kerja mampu memediasi secara signifikan pengaruh disiplin kerja dan stres kerja terhadap kinerja karyawan. Disiplin kerja meningkatkan kinerja baik secara langsung maupun melalui peningkatan motivasi kerja, sedangkan stres kerja menurunkan kinerja melalui penurunan motivasi kerja. Dengan demikian, dapat dipahami bahwa peran strategis motivasi kerja dapat memperkuat pengaruh positif disiplin kerja dan menekan dampak negatif stres kerja terhadap kinerja karyawan PT Infomedia Nusantara.

Kata kunci: Disiplin Kerja, Stres Kerja, Motivasi Kerja, Kinerja Karyawan.

ABSTRACT

This study is motivated by fluctuations in the achievement of Key Performance Indicators (KPIs), particularly the Success Answer Call Ratio (SCR), which indicate instability in employee performance in meeting Service Level Agreement (SLA) standards. The study aims to analyze the effects of work discipline and work stress on employee performance, with work motivation serving as a mediating variable at PT Infomedia Nusantara. The research employed a quantitative method with an associative approach. The research population consisted of all employees of PT Infomedia Nusantara, with the sample determined using a census sampling technique involving 126 respondents. Data were collected through Likert-scale questionnaires and analyzed using descriptive and inferential analyses with the Structural Equation Modeling–Partial Least Square (SEM-PLS) approach. The results indicate that work discipline has a positive and significant effect on employee performance as well as work motivation. Work motivation also has a positive and significant effect on employee performance, making it a key factor in improving productivity and achieving work targets. In contrast, work stress has a negative and significant effect on both employee performance and work motivation, indicating that high levels of work pressure can reduce work enthusiasm and the quality of performance outcomes. Furthermore, the indirect effect analysis shows that work motivation significantly mediates the relationship between work discipline and work stress on employee performance. Work discipline improves performance both directly and indirectly through increased work motivation, while work stress reduces performance through decreased work motivation. Thus, it can be concluded that work motivation plays a strategic role in strengthening the positive impact of work discipline and mitigating the negative impact of work stress on employee performance at PT Infomedia Nusantara.

***Keywords**: Work Discipline, Work Stress, Work Motivation, Employee Performance.*