

JOB SATISFACTION OF FREELANCE EMPLOYEES AT PT NAPINDO MEDIA ASHATAMA

FINAL PROJECT

Submitted to fulfill one of the requirements to complete Diploma IV Program

Convention and Event Management Study Program

NHI Bandung Tourism Polytechnic



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STUDY PROGRAM**

NHI BANDUNG TOURISM POLYTECHNIC

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VALIDATION SHEET

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FINAL PROJECT TITLE

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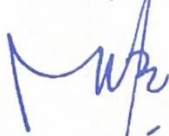


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“For to me, to live is Christ and to die is gain”

-Phillipians 1 : 21-

STATEMENT LETTER

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Dengan ini saya menyatakan bahwa:

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Yang membuat pernyataan,



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ABSTRACT

Job satisfaction is a positive feeling about one's job which is the result of an evaluation of its characteristics. Job satisfaction is determined by several factors, namely mentally challenging work, a supportive work environment, supportive coworkers, and personality compatibility with work. Job satisfaction for freelance employees is important to know because it is an effort to evaluate the hiring process and work performance of freelancers in the company. This study aims to see how job satisfaction of freelance workers by looking at psychological, social, physical, and financial factors using job satisfaction theory from Sutrisno (2015). The research used descriptive statistical methods with a quantitative approach, and data collection tools in the form of questionnaires. The population of the research is freelancers who have worked for a company at least once. Sample collection using probability sampling technique with saturated sample method. The data that has been collected is processed using SPSS software and with point rating scale measurement. Out of the four factors, freelancers are found to be highly satisfied. However, there are still a lot of evaluation and improvement needed in order to increase the level of job satisfaction of freelancers.

Keywords: job satisfaction, freelance, psychological, social, physical, financial

ABSTRAK

Kepuasan kerja adalah perasaan positif tentang pekerjaan seseorang yang merupakan hasil dari evaluasi karakteristiknya. Kepuasan kerja ditentukan oleh beberapa faktor, yaitu pekerjaan yang menantang secara mental, lingkungan kerja yang mendukung, rekan kerja yang mendukung, dan kecocokan kepribadian dengan pekerjaan. Kepuasan kerja bagi pekerja lepas penting untuk diketahui karena sebagai upaya untuk mengevaluasi proses perekrutan dan kinerja pekerja lepas di perusahaan. Penelitian ini bertujuan untuk melihat bagaimana kepuasan kerja pekerja lepas dengan melihat faktor psikologis, sosial, fisik, dan finansial menggunakan teori kepuasaan kerja oleh Sutrisno (2015). Penelitian ini menggunakan metode statistik deskriptif dengan pendekatan kuantitatif, dan alat pengumpulan data berupa kuesioner. Populasi penelitian adalah pekerja lepas yang pernah bekerja pada suatu perusahaan minimal satu kali. Pengambilan sampel menggunakan teknik probability sampling dengan metode sampel jenuh. Data yang telah terkumpul diolah dengan menggunakan software SPSS dan dengan pengukuran *point rating scale*. Dari keempat faktor tersebut, para pekerja lepas ditemukan sangat puas dengan pekerjaan yang mereka lakukan. Namun, masih banyak evaluasi dan perbaikan yang diperlukan untuk meningkatkan tingkat kepuasan kerja pekerja lepas.

Kata kunci: kepuasan kerja, pekerja lepas, psikologi, sosial, fisik, finansial.

FOREWORD

Praise be upon Him, Lord of all creation, God Almighty because of His grace and blessings, I am able finish the final project entitled **“JOB SATISFACTION OF FREELANCE EMPLOYEE AT PT NAPINDO MEDIA ASHATAMA”**.

This final project is made to fulfil one of the requirements to complete the Diploma IV Program of Event and Convention Management of NHI Bandung Tourism Polytechnic. During the process, I certainly cannot be separated from the involvement of various parties. Therefore, the writer would like to express gratitude for the contribution and support from all related parties, as follows:

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This final project has been made as best as possible, but it is very likely that it is still far from perfection. All criticism, suggestions, and recommendations that could help to improve this final project will be very much appreciated. The writer hopes this paper could be useful for all parties.

Bandung, November 2024

Febbe Kristianingjati Wibowo

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