

Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh kompetensi, komitmen afektif, komunikasi, dan *self-esteem* terhadap kinerja karyawan PT. Titans Agency Prudential *Life Assurance* Cabang Surabaya. Pendekatan dalam penelitian ini menggunakan pendekatan kuantitatif.

Populasi dalam penelitian ini adalah karyawan dan agen PT. Titans Agency Prudential *Life Assurance* Cabang Surabaya yang berjumlah 60 karyawan. Teknik pengambilan sampel dalam penelitian ini menggunakan teknik sampel jenuh. Pengumpulan data dalam penelitian ini dilakukan dengan cara menyebarkan kuesioner kepada karyawan dan agen PT. Titans Agency Prudential *Life Assurance* Cabang Surabaya. Teknik analisis dalam penelitian ini menggunakan teknik analisis regresi linier berganda.

Hasil pengujian dalam penelitian ini terbukti bahwa variabel kompetensi memiliki pengaruh signifikan terhadap kinerja karyawan, variabel komitmen afektif memiliki pengaruh signifikan terhadap kinerja karyawan, variabel komunikasi memiliki pengaruh signifikan terhadap kinerja karyawan, dan variabel *self-esteem* memiliki pengaruh signifikan terhadap kinerja karyawan.

Kata Kunci : kompetensi, komitmen afektif, komunikasi, *self-esteem*.

ABSTRACT

This research aimed to find out the effect of competence, affective commitment, communication, and self-esteem on employees' performance of PT. Titans Agency Prudential Life Assurance, Surabaya branch. The research used a quantitative approach.

The population was employees and agents of PT. Titans Agency Prudential Life Assurance, Surabaya branch which consisted of 60 people. Moreover, the data collection technique used saturated sampling. The instrument in data collection technique used questionnaires, which were distributed to employees and agents of PT. Titans Agency Prudential Life Assurance, Surabaya branch. Furthermore, the data analysis technique used multiple linear regression.

The research result concluded that competence had a significant effect on employees' performance of PT. Titans Agency Prudential Life Assurance, Surabaya branch. Likewise, affective commitment had a significant effect on employees' performance of PT. Titans Agency Prudential Life Assurance, Surabaya branch. Similarly, communication had a significant effect on employees' performance. Also, self-esteem had a significant effect on employees' performance of PT. Titans Agency Prudential Life Assurance, Surabaya branch.

Keywords: *Competence, Affective Commitment, Communication, Self-Esteem*



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M. Faisal A.Pd., M.Pd

STIESIA Language Center
Menur Puncungan 30 Surabaya 60118, Indonesia