

ABSTRAK

Tujuan dari penelitian ini adalah menganalisis dan mendeskripsikan pengaruh reputasi merek, kualitas produk terhadap keputusan pembelian melalui nilai pelanggan sebagai variabel intervening. Penelitian ini menggunakan kuesioner untuk mengambil data pada dinas lingkungan hidup dan kehutanan pemerintah provinsi Jawa Tengah sebanyak 90 orang. Teknik pengambilan sampel menggunakan teknik *purposive sampling*, yang artinya teknik penentuan sampel dengan pertimbangan tertentu. Metode analisis ini menggunakan *sobel test*.

Hasil penelitian ini menunjukkan bahwa adanya pengaruh positif dan signifikan antara variabel *rotasi kerja* terhadap *stress kerja*, pengaruh positif dan signifikan antara variabel *job insecurity* terhadap *stress kerja*, pengaruh negatif dan signifikan antara variabel *rotasi kerja* terhadap *kinerja pegawai*, pengaruh negatif dan signifikan antara variabel *job insecurity* terhadap *kinerja pegawai*, pengaruh negatif dan signifikan antara *stress kerja* terhadap *kinerja pegawai*. Serta variabel *stress kerja* terbukti memediasi variabel *rotasi kerja* terhadap *kinerja pegawai* dan variabel *stress kerja* terbukti memediasi variabel *job insecurity* terhadap *kinerja pegawai*.

Kata kunci : *rotasi kerja, job insecurity, stress kerja dan kinerja pegawai.*

ABSTRACT

The purpose of this study is to analyze and describe the influence of brand reputation, product quality on purchasing decisions through customer value as an intervening variable. This study used a questionnaire to collect data from the Central Java Provincial Environment and Forestry Service by 90 people. The sampling technique uses purposive sampling technique, which means the technique of determining the sample with certain considerations. This analytical method uses sobel test.

The results of this study indicate that there is a positive and significant influence between work rotation variables on job stress, positive and significant influence between job insecurity variables on work stress, negative and significant influence between work rotation variables on employee performance, negative and significant influence between job insecurity variables on employee performance, a negative and significant effect between work stress on employee performance. And work stress variables are proven to mediate work rotation variables on employee performance and work stress variables are proven to mediate job insecurity variables on employee performance.

Keywords: job rotation, job insecurity, job stress and employee performance.