

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh human capital terhadap kepuasan karir, pengaruh promosi terhadap kepuasan karir dan pengaruh variabel intervening dalam memediasi human capital dan promosi terhadap kepuasan karir. Metodologi yang digunakan yaitu metode survey dengan cara menyebarkan kuesioner. Pengambilan sample menggunakan metode sensus yaitu seluruh pegawai di BKD Kabupaten Semarang sejumlah 48 orang. Penelitian ini menggunakan teknik analisis data menggunakan PLS (Partial Least Square) dengan software SmartPLS 2.0. Hasil penelitian ini menunjukkan bahwa human capital berpengaruh signifikan terhadap kepuasan karir begitu pula dengan promosi yang berpengaruh signifikan terhadap kepuasan karir. Akan tetapi supervisory support hanya memediasi pengaruh promosi terhadap kepuasan karir sedangkan untuk pengaruh human capital terhadap kepuasan karir tidak dimediasi oleh supervisory support.

Kata Kunci : Human Capital, Promosi, Kepuasan Karir, Supervisory Support

ABSTRACT

The goal of this research are to know the human capital influence to career satisfaction, promotion influence to career satisfaction and the influence of intervening variabel for mediate human capital and promotion to career satisfaction. This research method is survey method with kuesioner. The sampling is used sensus method that are all the employee in BKD Kabupaten Semarang. This research use the analytic technique called PLS (Partial Least Square) with SmartPLS 2.0 software. This research shown that human capital has significant influence with career satisfaction. And also promotion that give significant influence with career satisfaction. But supervisory support only mediate the promotion influence with career satisfaction and the influence of human capital to career satisfaction not mediate with supervisory support.

Key Word : Human Capital, Promotion, Career Satisfaction, Supervisory Support