

**“PERAN STRATEGI *COPING* DAN *SELF EFFICACY*
DALAM MEMEDIASI PENGARUH *WORK FAMILY
CONFLICT* TERHADAP PRODUKTIVITAS KERJA
KARYAWAN WANITA DI HOTEL HORIZON GKB GRESIK”**

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ABSTRAK

Tujuan penelitian ini untuk menganalisis pengaruh *work family conflict* terhadap produktivitas kerja dengan strategi *Coping* dan *self efficacy* sebagai variabel mediasi dengan objek penelitian karyawan wanita di Hotel Horison GKB Gresik yang telah berkeluarga. Populasi yang digunakan dalam penelitian ini adalah seluruh karyawan wanita Hotel Horison GKB Gresik yang berjumlah sebanyak 50 orang. Teknik pengambilan sampel menggunakan *non probability sampling* dengan metode *Purposive Sampling*. Berdasarkan ciri ciri yang telah ditentukan, peneliti telah memperoleh sampel 36 responden. Teknik pengumpulan data dengan menggunakan teknik wawancara guna melengkapi data penelitian dan menggunakan kuesioner yang diukur dengan skala likert. Metode analisisnya menggunakan *Partial Least Square (PLS)* yang terdiri dari dua sub bab yaitu *outer model* (pengukuran) dan *inner model* (struktural) dengan bantuan *Smart PLS 3 for windows*. Hasil penelitian menunjukkan bahwa 1) *Work Family Conflict* berpengaruh terhadap Produktivitas Kerja. 2) *Work Family Conflict* berpengaruh terhadap Strategi *Coping*. 3) *Work Family Conflict* berpengaruh terhadap *Self Efficacy*. 4) Strategi *Coping* berpengaruh terhadap Produktivitas Kerja. 5) *Self Efficacy* berpengaruh terhadap Produktivitas Kerja 6) Strategi *Coping* terbukti mampu memediasi pengaruh *Work Family Conflict* berpengaruh terhadap Produktivitas Kerja. 7) *Self Efficacy* terbukti mampu memediasi pengaruh *Work Family Conflict* berpengaruh terhadap Produktivitas Kerja.

Kata Kunci: *Work Family Conflict*, Produktivitas Kerja, Strategi *Coping* ,
Self Efficacy

**“THE ROLE OF COPING STRATEGY AND SELF EFFICACY
IN MEDIATING THE EFFECT OF WORK FAMILY CONFLICT
ON THE WORK PRODUCTIVITY OF FEMALE EMPLOYEES
AT HORISON HOTEL GKB”**

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ABSTRACT

The purpose of this study is to analyze the effect of work family conflict on work productivity with Coping strategies and self efficacy as mediating variables with the object of research being female employees at Horison Hotel GKB Gresik who are married. The population used in this study were all female employees of Hotel Horison GKB Gresik, totaling 50 people. The sampling technique used non-probability sampling with purposive sampling method. Based on the characteristics that have been determined, researchers have obtained a sample of 36 respondents. Data collection techniques using interview techniques to complete the research data and using a questionnaire measured by a Likert scale. The analysis method uses Partial Least Square (PLS) which consists of two sub-chapters, namely the outer model (measurement) and the inner model (structural) with the help of Smart PLS 3 for windows. The results showed that 1) Work Family Conflict had an effect on Work Productivity. 2) Work Family Conflict affects Coping Strategy. 3) Work Family Conflict affects Self Efficacy. 4) Coping Strategy has an effect on Work Productivity. 5) Self Efficacy has an effect on Work Productivity 6) Coping strategies are proven to be able to mediate the effect of Work Family Conflict on Work Productivity. 7) Self Efficacy is proven to be able to mediate the effect of Work Family Conflict on Work Productivity

Keyword: Work Family Conflict, Work Productivity, Coping Strategy, Self Efficacy