

**Work Engagement as a Mediator of the Relationship Between Burnout,
Professional Self-Efficacy, and Life Satisfaction on Job Performance: A Case
Study of the Fashion Retail Industry**



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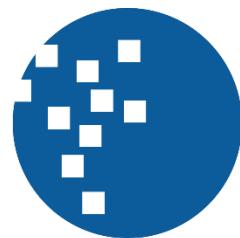
Thesis

Dhienda Aurelia Silalahi

00000087880

**MANAGEMENT STUDY PROGRAM
FACULTY OF BUSINESS
UNIVERSITAS MULTIMEDIA NUSANTARA
TANGERANG
2025**

**Work Engagement as a Mediator of the Relationship Between
Burnout, Professional Self-Efficacy, and Life Satisfaction on Job
Performance: A Case Study of the Fashion Retail Industry**



Thesis

Proposed to fulfill one of the requirements
to obtain the title of
Bachelor's of Management

Dhienda Aurelia Silalahi

00000087880

MANAGEMENT STUDY PROGRAM
FACULTY OF BUSINESS
UNIVERSITAS MULTIMEDIA NUSANTARA
TANGERANG
2025

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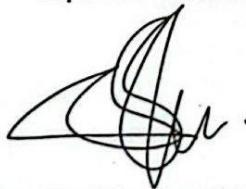
By

Full Name : Dhienda Aurelia Silalahi
Student ID : 00000087880
Study Program : Manajemen
Faculty : Business

Has been approved to be presented on a Thesis Examination Session at Universitas Multimedia Nusantara

Tangerang, December 1 2025

Supervisor / Mentor



Nurina Putri Handayani, SE., MM
NIDN: 0325129002

Head of Management Study Program



Purnamaningsih, S.E., M.S.M., C.B.O
NIDN: 0323047801

ENDORSEMENT PAGE

The thesis titled:

Work Engagement as a Mediator of the Relationship Between Burnout, Professional Self-Efficacy, and Life Satisfaction on Job Performance: A Case Study of the Fashion Retail Industry

By

Full Name : Dhienda Aurelia Silalahi
Student ID : 00000087880
Study Program : Management
Faculty : Business

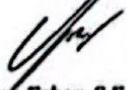
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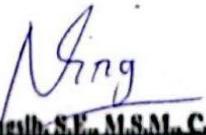

Trihadi Pudiawan Erhan, S.E., M.S.E., Ph.D.
NIDN: 0312028802


Dr. Noor Awanis Muallim, Ph.D
NIDN: AHL170

Supervisor / Mentor

Head of Management Study Program


Nurina Putri Handayani, S.E., M.M.
NIDN: 0325129002


Firdausi, S.E., M.S.M., C.R.Q
NIDN: 0323047801

APPROVAL OF PUBLICATION

I hereby,

Full Name : Dhienda Aurelia Silalahi
Student ID : 00000087880
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PREFACE

With sincere gratitude, the author acknowledges the blessings, strength, and guidance granted by God Almighty throughout the process of completing this final project. This work was prepared to fulfill one of the academic requirements for obtaining a Bachelor's degree in Management at Universitas Multimedia Nusantara.

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The author sincerely hopes that this final project may offer meaningful insight for readers, researchers, and practitioners who share an interest in this field of study. Despite its limitations, this work is presented with genuine effort and commitment. May it stand as a helpful reference, encourage further inquiry, and contribute in any way to the development of future research.

Tangerang, December 1, 2025



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**Work Engagement sebagai Mediator Hubungan antara Burnout,
Professional Self-Efficacy, dan Life Satisfaction terhadap Job Performance:
Studi kasus pada Industri Fesyen Retail**

Dhienda Aurelia Silalahi

ABSTRAK

Penelitian ini bertujuan untuk menganalisis peran burnout, professional self-efficacy, dan life satisfaction terhadap job performance, dengan work engagement sebagai variabel mediasi. Pendekatan yang digunakan adalah kuantitatif dengan metode survei, diikuti oleh analisis menggunakan Partial Least Squares–Structural Equation Modeling (PLS-SEM). Fokus penelitian ini adalah memahami bagaimana faktor psikologis dan pengalaman kerja individu berkontribusi terhadap tingkat keterikatan kerja dan performa karyawan dalam konteks organisasi modern. Selain itu, penelitian ini berupaya memberikan landasan empiris bagi organisasi dalam merancang intervensi yang lebih tepat sasaran untuk meningkatkan kualitas lingkungan kerja. Temuan penelitian ini diharapkan dapat memberikan kontribusi teoretis bagi literatur manajemen Sumber daya manusia, serta memberikan implikasi praktis bagi pengembangan strategi organisasi yang berorientasi pada kesejahteraan dan kinerja karyawan.

Kata kunci: Employee Well-Being, Psychological Factors, Organizational Behavior

**Work Engagement as a Mediator of the Relationship Between Burnout,
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Study of the Fashion Retail Industry**

Dhienda Aurelia Silalahi

ABSTRACT (English)

This study aims to examine the roles of burnout, professional self-efficacy, and life satisfaction in influencing job performance, with work engagement positioned as a mediating variable. A quantitative approach was employed through survey-based data collection, followed by analysis using Partial Least Squares–Structural Equation Modeling (PLS-SEM). The research focuses on understanding how psychological factors and individual work experiences influence employee engagement and performance in contemporary organizational settings. Additionally, the study aims to provide an empirical foundation for organizations to design more targeted interventions that improve the quality of the work environment. The findings are expected to contribute theoretically to the human resource management literature while offering practical implications for developing organizational strategies that support employee well-being and performance.

Keywords: Employee Well-Being, Psychological Factors, Organizational Behavior

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