

ABSTRACT

This research is discussed to study and to analyze the effect of work and dual role conflict (work-family conflict) variables on increasing women's motivation through organizational intervention at PT. PLN (Persero) on Distribution Main Unit of Central Java and Yogyakarta Special Region. This uses primary data sources through the distribution of research questionnaires, and secondary data through journals, books, and relevant data obtained from companies. The population used in this study is women who are married and have children.

Data collection method used in this study is the distribution of questionnaires by using census method or total sampling. The data analysis technique used in the study is by using the IBM SPSS 22 application with path analysis and multiple regression method. Data analysis conducted are such as validity test, reliability test, classic assumption test, t test, F test, determination coefficient test, and sobel test to determine the mediating effect.

The results of the statistical test analysis show that work motivation variable has a significant positive effect on the performance of career women, and has a significant positive effect on organizational commitment. Besides, dual role conflict (work-family conflict) has as a significant negative effect on the performance of career women and a significant negative effect on organizational commitment. In addition, it is also known that organizational commitment variable can mediate the relation between work motivation and work-family conflict on the performance of career women.

Keywords: Work Motivation, Work-Family Conflict, Organizational Commitment, Employee Performance