



INTERNATIONAL JOURNAL OF APPLICATION ON SOCIAL SCIENCES AND HUMANITIES

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Graduate Program of Universitas Tarumanagara

Address:

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Universitas Tarumanagara
Kampus 1, Jl. Letjen S. Parman No. 1
Jakarta 11440, Indonesia

ISSN 2987-8241



9 772987 824009



INTERNATIONAL JOURNAL OF APPLICATION ON SOCIAL SCIENCES AND HUMANITIES

IJASSH

VOL. 1 NO. 1
FEBRUARY 2023

THE INFLUENCE OF WORK LIFE QUALITY ON INDIVIDUAL PERFORMANCE IN E-COMMERCE IN EARLY COVID-19



PDF

Published: Feb 28, 2023

DOI:
<https://doi.org/10.24912/ijassh.v1i1.25816>

Keywords:
Individual work performance
quality work of life covid-19

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Abstract

Large-Scale Social Restriction (PSBB) has been in place since March 2020 in response to the COVID-19 pandemic. Of course, this has an impact on many things, one of which is the restriction of activities outside the home, especially for employees who are required to work. At this time, many companies have issued policies to continue working from home. This new habit certainly requires employees and companies to be able to provide similar facilities as in the office. In addition, employees are also required to be able to adapt and continue to complete their duties properly. The purpose of this study was to examine the effect of quality of work life on the individual performance of e-commerce employees at the beginning of the COVID-19 pandemic. To achieve this goal, the Individual Working Performance Questionnaire (IWPQ) and Quality of Work Life (QWL) were used to collect data from 122 participants. A direct structural equation model (SEM) is used to analyze the data using Lisrel 8.80 program. This is done to investigate the effect of quality of work life on individual work performance. Our findings show that there is a strong correlation between QWL and IWP in e-commerce employees at the beginning of the COVID-19 pandemic with a gamma coefficient of 0.73 and an R2 value of 54%. Future research is expected to be carried out longitudinally by adding personality variables.

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