

RINGKASAN

Pertumbuhan sektor Usaha Mikro, Kecil, dan Menengah (UMKM) di Indonesia turut membuka peluang kerja bagi mahasiswa untuk bekerja paruh waktu demi memenuhi kebutuhan ekonomi sekaligus memperoleh pengalaman profesional. Namun, peran ganda sebagai mahasiswa dan pekerja menimbulkan potensi konflik kerja-studi yang dapat berdampak pada kepuasan dan kinerja kerja. Dalam konteks ini, pemahaman mengenai faktor-faktor yang memengaruhi kinerja mahasiswa pekerja *part-time* menjadi penting untuk dikaji lebih lanjut, terutama di wilayah Purwokerto yang mengalami pertumbuhan signifikan jumlah UMKM. Penelitian ini bertujuan untuk menganalisis pengaruh Konflik Kerja-Studi, Keterikatan Kerja dan Lingkungan Kerja terhadap Kinerja Mahasiswa Pekerja *Part-time* di UMKM Purwokerto, dengan Kepuasan Kerja sebagai variabel mediasi. Mengingat pentingnya peran mahasiswa pekerja paruh waktu dalam mendukung perekonomian lokal, terutama di sektor UMKM yang berkembang pesat di Indonesia, penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Data dikumpulkan melalui kuesioner yang dibagikan kepada 213 mahasiswa pekerja *Part-time* di UMKM Purwokerto dan dianalisis menggunakan *Structural Equation Modeling* (SEM), dengan *Partial Least Squares* (PLS).

Hasil penelitian menunjukkan bahwa Konflik Kerja-Studi berpengaruh negatif signifikan terhadap Kepuasan Kerja, namun tidak berpengaruh signifikan terhadap Kinerja. Keterikatan Kerja dan Lingkungan Kerja berpengaruh positif signifikan terhadap baik Kepuasan Kerja maupun Kinerja. Kepuasan Kerja terbukti berpengaruh positif signifikan terhadap Kinerja Mahasiswa. Analisis mediasi menunjukkan bahwa Kepuasan Kerja memediasi secara signifikan hubungan Keterikatan Kerja dan Lingkungan Kerja terhadap Kinerja. Sementara itu, hubungan mediasi antara Konflik Kerja-Studi dan Kinerja melalui Kepuasan Kerja juga signifikan, namun arah hubungan menunjukkan penguatan dampak negatif, bukan sebagai peredam konflik.

Temuan ini memberikan implikasi penting bagi pengelolaan tenaga kerja di sektor UMKM, khususnya dalam hal penyediaan lingkungan kerja yang aman dan mendukung serta penguatan keterikatan kerja mahasiswa. Oleh karena itu, UMKM disarankan untuk lebih adaptif dalam merancang sistem kerja fleksibel, pelatihan keselamatan kerja, serta menciptakan budaya kerja yang sehat guna mendorong kinerja optimal mahasiswa pekerja *part-time*.

Kata Kunci: *Kepuasan kerja, Kinerja Pekerja, Konflik Kerja-Studi, Lingkungan Kerja, UMKM, Pekerja paruh waktu, Usaha Kecil dan Menengah.*

SUMMARY

The growth of the Micro, Small, and Medium Enterprises (MSMEs) sector in Indonesia has created job opportunities for university students to work part-time in order to meet their financial needs while also gaining professional experience. However, the dual role as both student and worker poses a potential for work-study conflict, which may negatively affect job satisfaction and performance. In this context, understanding the factors influencing the performance of part-time working students becomes increasingly important, particularly in the Purwokerto region where the number of MSMEs has grown significantly. This study aims to analyze the influence of Work-Study Conflict, Work Engagement, and Work Environment on the Performance of Part-time Student Workers in MSMEs in Purwokerto, with Job Satisfaction as a mediating variable. Considering the vital role of part-time student workers in supporting the local economy—especially within the rapidly growing MSME sector in Indonesia—this research adopts a quantitative approach using a survey method. Data were collected through questionnaires distributed to 213 part-time student workers in MSMEs in Purwokerto and analyzed using Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) technique.

The results reveal that Work-Study Conflict has a significant negative effect on Job Satisfaction but no significant direct effect on Performance. Work Engagement and Work Environment have a significant positive effect on both Job Satisfaction and Performance. Job Satisfaction was also found to significantly enhance Student Performance. Mediation analysis shows that Job Satisfaction significantly mediates the relationship between Work Engagement and Work Environment with Performance. Meanwhile, the mediating role of Job Satisfaction in the relationship between Work-Study Conflict and Performance is also significant; however, the direction of the effect indicates a reinforcement of the negative impact rather than conflict mitigation.

These findings have important implications for workforce management in the MSME sector, particularly in ensuring a safe and supportive work environment and strengthening student engagement. Therefore, MSMEs are advised to adopt more adaptive strategies in designing flexible work systems, implementing safety training, and fostering a healthy work culture to optimize the performance of part-time student workers.

Keywords: *Job Satisfaction, Employee Performance, Work Environment, Work-Study Conflict, MSMEs, Part-time Workers, Small and Medium Enterprises.*