

## ABSTRAK

Sendy Ayu Wijianingrum. (2025). Pengaruh *Work Gamification* Dan *Role Of Leadership* Terhadap Produktivitas Karyawan Melalui *Role Enjoyment* Di PT Indraco Kota Madiun (Studi Pada PT Indraco Kota Madiun). Skripsi. Program studi manajemen. Fakultas ekonomi dan bisnis. Universitas PGRI Madiun. Dosen Pembimbing: (I) Dr. Karuniawati Hasanah, S.E., M.M. (II) Hendra Setiawan, S.E., M.M.

Upaya meningkatkan produktivitas kerja karyawan, tidak hanya mengandalkan segi kualitas produk yang dihasilkan, melainkan perusahaan atau lembaga juga perlu memperhatikan faktor-faktor yang mempengaruhi produktivitas kerja karyawan, seperti pengaruh kepuasan gaji/upah, kondisi kerja dan program pelayanan bagi karyawan. Penelitian ini bertujuan untuk mengetahui pengaruh *Work Gamification* Dan *Role Of Leadership* Terhadap Produktivitas Karyawan Melalui *Role Enjoyment* Di PT Indraco Kota Madiun. Jenis penelitian ini yaitu kuantitatif. Jumlah sampel yang digunakan sebanyak 115 responden. Teknik pengambilan sampel yaitu sampling jenuh. Analisis data dalam penelitian ini uji *path analysis*. Hasil penelitian menunjukkan bahwa: 1) Secara parsial variabel *work gamification* berpengaruh positif dan signifikan terhadap produktivitas karyawan PT.Indraco Kota Madiun. 2) Secara parsial variabel *role of leadership* berpengaruh positif dan signifikan terhadap produktivitas karyawan PT.Indraco Kota Madiun. 3) Secara parsial variabel *work gamification* berpengaruh positif dan signifikan terhadap *role enjoyment* karyawan PT.Indraco Kota Madiun. 4) Secara parsial variabel *role of leadership* berpengaruh positif dan signifikan terhadap *role enjoyment* karyawan PT.Indraco Kota Madiun. 5) Secara parsial variabel *role enjoyment* berpengaruh positif dan signifikan terhadap produktivitas karyawan PT.Indraco Kota Madiun. 6) Ada pengaruh *work gamification* terhadap produktivitas karyawan melalui *role enjoyment* di PT.Indraco Kota Madiun. 7) Ada pengaruh *role of leadership* terhadap produktivitas karyawan melalui *role enjoyment* di PT.Indraco Kota Madiun.

**Kata Kunci:** *work Gamification, Role of Leadership, Produktivitas, Role Enjoyment*

## **ABSTRACT**

*Sendy Ayu Wijianingrum. (2025). The Effect of Work Gamification and Role of Leadership on Employee Productivity Through Role Enjoyment at PT Indracco Kota Madiun (A Study at PT Indracco Kota Madiun). Thesis. Management Study Program. Faculty of Economics and Business. Universitas PGRI Madiun. Supervisors: (I) Dr. Karuniawati Hasanah, S.E., M.M. (II) Hendra Setiawan, S.E., M.M.*

*Efforts to increase employee productivity should not only rely on product quality; companies or institutions also need to consider factors that influence employee productivity, such as salary/wage satisfaction, working conditions, and employee service programs. This study aims to determine the effect of Work Gamification and Role of Leadership on Employee Productivity Through Role Enjoyment at PT Indracco Kota Madiun. This study is quantitative. 115 respondents were used as samples. The sampling technique was saturated sampling. Data analysis in this study used path analysis. The results of the study indicate that: 1) Partially, work gamification has a positive and significant effect on employee productivity at PT Indracco Kota Madiun. 2) Partially, the role of leadership has a positive and significant effect on employee productivity at PT Indracco Kota Madiun. 3) Partially, the work gamification has a positive and significant effect on employee role enjoyment at PT Indracco Kota Madiun. 4) Partially, the role of leadership has a positive and significant effect on employee role enjoyment at PT Indracco Kota Madiun. 5) Partially, the role enjoyment has a positive and significant effect on employee productivity at PT Indracco Kota Madiun. 6) Work gamification has an effect on employee productivity through role enjoyment at PT Indracco Kota Madiun. 7) Role of leadership has an effect on employee productivity through role enjoyment at PT Indracco Kota Madiun.*

**Keywords:** *Work Gamification, Role of Leadership, Productivity, Role Enjoyment*