

**INFLUENCE OF STRESS AND AUTHENTIC PERSONAL BRANDING
ON THE WORK ACHIEVEMENT
OF PT. PERTAMINA INTERNATIONAL REFINERY EMPLOYEES
DURING PANDEMIC COVID-19**

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ABSTRACT

This study aims to examine and analyze the influence of stress and authentic personal branding on the work achievement of PT. Pertamina International Refinery employees. This research uses a causal associative design with quantitative methods. The sampling technique used was purposive sampling. The number of subjects in this study were 111 employees who had the criteria (1) permanent employees of PT. Pertamina Internasional refinery, (2) aged 23-50 years, (3) has/is currently running WFH, and (4) has worked at PT. Pertamina International Refinery for at least 2 (two) years. Data processing using SPSS 26 program. Data analysis to test the hypothesis using simple linear regression and multiple regression. The results of this study indicate that (1) there is a positive and significant influence of stress on work achievement with an R^2 value of 0.174; (2) there is a positive and significant influence of authentic personal branding on work achievement with an R^2 value of 0.574; (3) there is a positive and significant effect of stress and authentic personal branding simultaneously on work achievement with an R^2 value of 0.583. Authentic personal branding has the biggest influence on work achievement. PT. Pertamina International refinery are advised to pay close attention and ensure that the stress felt by employees especially on the perceived control dimension, can become eustress and the application of authentic personal branding, especially on the relevance dimension to improve employee work achievement.

Keywords: stress, authentic personal branding, work achievements.

**PENGARUH STRES DAN *AUTHENTIC PERSONAL BRANDING*
TERHADAP PRESTASI KERJA KARYAWAN
PT. KILANG PERTAMINA INTERNASIONAL
DI MASA PANDEMI COVID-19**

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ABSTRAK

Penelitian ini bertujuan untuk untuk menguji dan menganalisis pengaruh stres dan *authentic personal branding* terhadap prestasi kerja karyawan PT. Kilang Pertamina Internasional. Penelitian ini menggunakan desain asosiatif kausal dengan metode kuantitatif. Teknik pengambilan sampel menggunakan *purposive sampling*. Jumlah subyek penelitian ini yaitu 111 karyawan yang memiliki kriteria (1) karyawan tetap PT. Kilang Pertamina Internasional, (2) berusia 23-50 tahun, (3) pernah/sedang menjalankan WFH, dan (4) telah bekerja di PT. Kilang Pertamina Internasional minimal 2 (dua) tahun. Pengolahan data menggunakan program SPSS

26. Analisis data untuk menguji hipotesis menggunakan regresi linear sederhana dan regresi berganda. Hasil penelitian ini menunjukkan bahwa (1) terdapat pengaruh positif dan signifikan stres terhadap prestasi kerja dengan nilai R^2 sebesar 0.174; (2) terdapat pengaruh positif dan signifikan *authentic personal branding* terhadap prestasi kerja dengan nilai R^2 sebesar 0.574; (3) terdapat pengaruh positif dan signifikan stres dan *authentic personal branding* secara simultan terhadap prestasi kerja dengan nilai R^2 sebesar 0.583. *Authentic personal branding* memiliki pengaruh paling besar terhadap prestasi kerja. PT. Kilang Pertamina Internasional disarankan agar memberikan perhatian dan memastikan secara seksama stres yang dirasakan karyawan terutama pada dimensi *perceived control* sehingga dapat menjadi *eustress* dan penerapan *authentic personal branding* terutama pada dimensi relevan untuk meningkatkan prestasi kerja karyawan.

Kata kunci: stres, *authentic personal branding*, prestasi kerja.