

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui hubungan antara *job crafting* dengan *workplace well-being* pada pekerja divisi pramuniaga di Margaria Group. Hipotesis yang diajukan adalah ada hubungan positif antara *job crafting* dengan *workplace well-being* pada pekerja divisi pramuniaga di Margaria Group. Subjek dalam penelitian ini berjumlah 44 orang yang bekerja di Margaria Group pada divisi pramuniaga. Cara pengambilan data menggunakan metode skala. Pengambilan data penelitian ini menggunakan Skala *Job Crafting* dan Skala *Workplace Well-Being*. Teknik analisis data yang digunakan adalah korelasi *product moment*. Berdasarkan hasil analisis data diperoleh koefisien korelasi ( $r_{xy}$ ) = 0.713 dengan  $p = <.001$  ( $p < 0,05$ ). Hasil tersebut menunjukkan bahwa terdapat hubungan positif antara *job crafting* dengan *workplace well-being*. Pada uji koefisien determinasi nilai ( $R^2$ ) sebesar 0.509 yang menunjukkan bahwa variabel *job crafting* memiliki kontribusi 50,9% terhadap *workplace well-being* dan sisanya 49,1% dipengaruhi oleh faktor lain yang tidak disebutkan dalam penelitian ini.

**Kata kunci:** *job crafting, pramuniaga, workplace well-being*

## ABSTRACT

This study aims to determine the relationship between job crafting with workplace well-being of workers, especially sales associates in Margaria Group. The hypothesis is that there is a positive relationship between job crafting and workplace well-being of workers, especially sales associates in Margaria Group. Subjects in this study were 44 sales associates in Margaria Group. The method of collecting data uses the scale method. The data collection in this study used the Job Crafting Scale and Workplace Well-Being Scale. The data analysis technique used is the product moment correlation. Based on the results of data analysis obtained correlation coefficient ( $r_{xy}$ ) = 0.713 with  $p = <.001$  ( $p < 0.05$ ). These results indicate that there is a positive significant relationship between job crafting and workplace well-being. Coefficient of determination test is ( $R^2$ ) of 0.509 which showed that the job crafting variable showed a contribution of 50,9% to workplace well-being and its 49,1% side was influenced by other factors not mentioned in this study.

**Keywords:** *job crafting, sales associates, workplace well-being*