

ABSTRAK

Generasi Z memiliki karakteristik yang berbeda dibandingkan generasi sebelumnya, sehingga organisasi perlu memahami faktor-faktor yang dapat meningkatkan *work engagement*. Salah satu faktor yang diduga berkontribusi terhadap *work engagement* adalah *job crafting*. Penelitian ini bertujuan untuk mengetahui hubungan antara *job crafting* dan *work engagement* pada karyawan Generasi Z. Hipotesis yang diajukan dalam penelitian ini adalah terdapat hubungan positif antara *job crafting* dan *work engagement* pada karyawan Generasi Z. Partisipan dalam penelitian ini berjumlah 228 karyawan Generasi Z berusia 18–29 tahun yang telah bekerja minimal satu tahun. Teknik pengambilan sampel menggunakan *purposive sampling*. Pengumpulan data dilakukan menggunakan Skala *Job Crafting* yang diadaptasi dari *Job Crafting Scale* (JCS) berdasarkan dimensi Tims et al. (2012) serta Skala *Work Engagement* yang diadaptasi dari *Utrecht Work Engagement Scale* (UWES-17) berdasarkan Schaufeli dan Bakker (2004). Data dianalisis menggunakan teknik korelasi *Product Moment Pearson* dengan bantuan SPSS 27.0. Hasil penelitian menunjukkan terdapat hubungan positif yang signifikan antara *job crafting* dan *work engagement* pada karyawan Generasi Z ($r = 0,520$; $p < 0,001$), sehingga hipotesis penelitian diterima. Nilai koefisien determinasi (R^2) sebesar 0,270 menunjukkan bahwa *job crafting* memberikan kontribusi sebesar 27% terhadap *work engagement*, sedangkan 73% dipengaruhi oleh faktor lain yang tidak diteliti dalam penelitian ini.

Kata kunci: Generasi Z, *Job Crafting*, Karyawan *Work Engagement*

ABSTRACT

Generation Z has different work characteristics compared to previous generations, making it important for organizations to understand the factors that enhance work engagement. One factor that is assumed to contribute to work engagement is job crafting. This study aimed to examine the relationship between job crafting and work engagement among Generation Z employees. The hypothesis proposed in this study was that there is a positive relationship between job crafting and work engagement among Generation Z employees. The participants consisted of 228 Generation Z employees aged 18–29 years who had worked for at least one year. Participants were selected using a purposive sampling technique. Data were collected using the Job Crafting Scale (JCS) adapted from Tims et al. (2012) and the Utrecht Work Engagement Scale (UWES-17) adapted from Schaufeli and Bakker (2004). Data were analyzed using the Pearson Product-Moment correlation technique with SPSS 27.0. The results showed a significant positive relationship between job crafting and work engagement among Generation Z employees ($r = 0.520$; $p < 0.001$), indicating that the proposed hypothesis was accepted. The coefficient of determination (R^2) was 0.270, indicating that job crafting contributed 27% to work engagement, while the remaining 73% was influenced by other factors that were not examined in this study.

Keywords: Employees, Generation Z, *Job Crafting*, *Work Engagement*