

ABSTRAK

Perkembangan industri kreatif yang semakin pesat menuntut karyawan untuk terus beradaptasi dengan lingkungan kerja yang dinamis. Namun, apabila tuntutan tersebut tidak diimbangi dengan kesejahteraan yang memadai di tempat kerja, dapat menimbulkan penurunan keterlibatan kerja (*work engagement*) pada karyawan, terutama pada mereka yang berada di awal masa kerjanya. Penelitian ini bertujuan untuk mengetahui pengaruh *workplace well-being* dengan *work engagement* pada karyawan di industri kreatif. Subjek penelitian berjumlah 167 partisipan dengan kriteria karyawan yang bekerja di sektor industri kreatif dan memiliki masa kerja 1-5 tahun. Penelitian menggunakan metode kuantitatif dengan pendekatan skala psikologi pada subjek, yaitu Skala *Work Engagement* dan *Workplace Well-being Questionnaire* (WWQ). Analisis data menggunakan metode statistika regresi linear sederhana. Hasil penelitian menunjukkan: 1) koefisien regresi sebesar $B=0.462$ dengan t hitung $+22.571$ dan $p=0.000$ ($p<0.05$), bahwa terdapat pengaruh positif yang signifikan antara variabel *workplace well-being* berkontribusi sebesar 75,5% terhadap *work engagement*, sementara 24.5% dipengaruhi oleh faktor lain. Temuan ini mengindikasikan bahwa Perusahaan industri kreatif diharapkan mampu menjaga dan meningkatkan kesejahteraan karyawan di tempat kerja guna mendorong keterlibatan kerja yang lebih optimal.

Kata Kunci : *Industri kreatif, karyawan, work engagement, workplace well-being*

ABSTRACT

The rapid development of the creative industry requires employees to continuously adapt to a dynamic work environment. However, if these demands are not balanced with adequate well-being in the workplace, they can lead to a decline in employees' work engagement, especially among those in the early stages of their careers. This study aims to determine the effect of workplace well-being on work engagement among employees in the creative industry. The hypothesis of this study is that there is a positive effect of workplace well-being on work engagement among employees in the creative industry. The research subjects consisted of 167 participants with the criteria of employees working in the creative industry sector with 1–5 years of tenure. This study used a quantitative method with a psychological scale approach, namely the Work Engagement Scale and the Workplace Well-being Questionnaire (WWQ). Data were analyzed using simple linear regression statistical methods. The results showed: 1) a regression coefficient of $B=0.462$ with $t=22.571$ and $p=0.000$ ($p<0.05$), indicating a significant positive effect of workplace well-being on work engagement among employees in the creative industry; 2) workplace well-being contributed 75.5% to work engagement, while the remaining 24.5% was influenced by other factors. These findings indicate that creative industry companies are expected to maintain and improve employee well-being in the workplace to encourage more optimal work engagement.

Keywords : *Creative industry, employees, work engagement, workplace well-being*