

PENGARUH *JOB CRAFTING* TERHADAP *HAPPINESS AT WORK* PADA KARYAWAN GENERASI Z DI INDUSTRI *FOOD AND BEVERAGE*

Hannani Batrisya Anam¹, Siti Nur'aini², Januariya Laili³

¹²³Universitas Muhammadiyah Jember

batrisyaanam@gmail.com

INTISARI

Industri *Food and beverage* merupakan salah satu sektor jasa dengan penyerapan tenaga kerja terbesar di Indonesia, dengan jumlah tenaga kerja yang terserap mencapai 9,80 juta orang pada tahun 2023, meningkat 20,48% dibandingkan 8,13 juta orang pada tahun 2016 (Badan Pusat Statistik, 2024), namun karakteristik pekerjaannya yang dinamis, bertempo cepat, dan menuntut interaksi intensif dengan pelanggan membuat karyawan, khususnya Generasi Z yang jumlahnya terus mendominasi sektor ini, rentan mengalami tekanan kerja yang dapat menurunkan *happiness at work*. Kondisi ini menimbulkan urgensi untuk mengkaji faktor yang dapat meningkatkan *happiness at work* pada karyawan Generasi Z di industri *food and beverage*, salah satunya *Job crafting*. Penelitian ini bertujuan untuk mengetahui pengaruh *Job crafting* terhadap *happiness at work* pada karyawan Generasi Z di industri *food and beverage*. Metode penelitian ini adalah kuantitatif dengan jenis penelitian eksplanatori, dengan responden karyawan Generasi Z di industri *food and beverage*, sampel berjumlah 100 karyawan yang dipilih menggunakan teknik *accidental sampling*. Instrumen penelitian menggunakan skala *Happiness at work* dan *Job crafting*. Hasil analisis regresi linear sederhana menunjukkan adanya pengaruh dari *Job crafting* terhadap *happiness at work* pada karyawan Generasi Z di industri *Food and beverage* ($R=0,682$; $R^2=0,465$; $F=85,3$; $p<0,001$), dengan koefisien regresi sebesar 0,392 dan nilai t sebesar 9,2356. Hal ini menunjukkan bahwa karyawan yang menampilkan perilaku *Job crafting*, melalui penyesuaian tugas, hubungan interpersonal, maupun cara pandang terhadap pekerjaan, cenderung merasakan *happiness at work* yang lebih tinggi dalam menjalankan pekerjaannya. Untuk penelitian selanjutnya, dapat ditambahkan variabel lain yang memengaruhi *happiness at work* seperti kepuasan kerja, dukungan sosial, atau *work-life balance*, serta memperluas cakupan sampel penelitian.

Kata Kunci: *Food and Beverage, Generasi Z, Happiness at Work, Job crafting*

-
1. Peneliti
 2. Dosen Pembimbing 1
 3. Dosen Pembimbing 2

THE EFFECT OF JOB CRAFTING ON HAPPINESS AT WORK AMONG GENERATION Z EMPLOYEES IN THE FOOD AND BEVERAGE INDUSTRY

Hannani Batrisya Anam¹, Siti Nur'aini², Januariya Laili³
¹²³Universitas Muhammadiyah Jember

Faculty of Psychology, Universitas Muhammadiyah Jember

batrisyaanam@gmail.com

ABSTRAC

The Food and beverage industry is one of the largest employment-absorbing service sectors in Indonesia, with the workforce absorbed in this sector reaching 9.80 million people in 2023, an increase of 20.48% compared to 8.13 million people in 2016 (Statistics Indonesia/BPS, 2024), yet the dynamic, fast-paced nature of the work and the intensive customer interaction it Demands make employees, particularly Generation Z who increasingly dominate this sector, vulnerable to work pressure that can lower their happiness at work. This condition raises the urgency of examining factors that can enhance happiness at work among Generation Z employees in the Food and beverage industry, one of which is Job crafting. This study aims to determine the effect of Job crafting on happiness at work among Generation Z employees in the Food and beverage industry. This study employed a quantitative approach with an explanatory research design, with respondents consisting of Generation Z employees in the Food and beverage industry; the sample consisted of 100 employees selected using an accidental sampling technique. The research instruments used were the Happiness at work scale and the Job crafting scale. The results of simple linear regression analysis showed an effect of Job crafting on happiness at work among Generation Z employees in the Food and beverage industry ($R=0.682$; $R^2=0.465$; $F=85.3$; $p<0.001$), with a regression coefficient of 0.392 and a t-value of 9.2356. This indicates that employees who engage in Job crafting behavior, whether through task, relational, or cognitive adjustments to their work, tend to experience higher happiness at work. For future research, other variables that influence happiness at work, such as Job satisfaction, social support, or work-life balance, can be added, along with expanding the sample coverage.

Keyword: Employees, Food and beverage Industry, Generation Z, Happiness at Work, Job crafting.

-
1. Research
 2. Supervisor 1
 3. Supervisor 2