

Pengaruh fleksibilitas kerja terhadap loyalitas dan kepuasan pekerja dimediasi work life balance pada generasi millennial di perusahaan Startup Indonesia = The influence of flexibility of work to loyalty and employee satisfaction with work life balance as a mediator to millennial generation in Indonesia startup companies / Muhammad Calvin Capnary

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Abstrak

ABSTRAK

Sumber daya manusia merupakan salah satu elemen terpenting dalam perusahaan. Oleh karena itu, perusahaan harus mempunyai strategi terkait guna mempertahankan pekerja tersebut. Salah satunya dengan meningkatkan loyalitas dan kepuasan pekerja melalui fleksibilitas kerja dan work life balance. Strategi tersebut dipilih berdasarkan karakteristik unik dari mayoritas pekerja yang memasuki generasi millennial. Beberapa perusahaan sudah menerapkan strategi tersebut, termasuk perusahaan startup. Penelitian ini bertujuan untuk meneliti pengaruh fleksibilitas kerja terhadap loyalitas dan kepuasan pekerja melalui work life balance. Penelitian ini dilakukan menggunakan teknik convenience dan snowball sampling terhadap 121 responden dengan latar belakang generasi millennial yang bekerja di perusahaan startup di Indonesia. Data yang didapatkan dari responden kemudian diolah dan dianalisis menggunakan metode structural equation modelling. Hasil penelitian ini menunjukkan bahwa fleksibilitas kerja mempunyai pengaruh signifikan dan positif terhadap loyalitas dan kepuasan pekerja dengan latar belakang generasi millennial pada pekerja di perusahaan startup di Indonesia. Pada penelitian ini juga ditemukan bahwa work life balance memediasi secara parsial hubungan antara fleksibilitas kerja dan loyalitas. Selain itu, pada penelitian ini ditemukan juga bahwa work life balance tidak memediasi pengaruh antara fleksibilitas kerja dan kepuasan pekerja dengan latar belakang generasi millennial yang bekerja pada perusahaan startup di Indonesia.

ABSTRACT

Human resources is the one of the most important elements in the company. Therefore, the company must have related strategies to retain these workers. One of them is by increasing employee loyalty and satisfaction through flexibility of work and work life balance. The strategy chosen is based on the unique characteristics of the majority of workers who entered the millennial generation. Some companies are already implementing these strategies, including startup companies. This study aims to investigate the influence of the flexibility of working on loyalty and employee satisfaction with work life balance. This research was conducted using convenience and snowball sampling technique to the 121 respondents with a millennial generation background which is worked in startup companies in Indonesia. Data obtained from respondents were processed and analyzed using structural equation modeling. The results of this study indicate that flexibility of work has significant and positive influence to loyalty and employee satisfaction. However, flexibility of work has positive and significant impact on loyalty and employee satisfaction. This research prove that work life balance have partial mediating influence in relationship between flexibility of work and loyalty. In the other hands, work life balance have no mediating a relationship between flexibility of work and the satisfaction of employee with millennial background that is worked in startup company