

Pengaruh Job Crafting terhadap Career Commitment pada Digital Gig Workers di Indonesia: Peran Mediasi dari Meaningful Work = The Effect of Job Crafting on Career Commitment towards Gig workers in Indonesia: The Mediation Role of Meaningful Work

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Abstrak

Penelitian ini bertujuan untuk melihat dan membahas bagaimana career commitment dari digital gig workers dipengaruhi oleh Job Crafting dan Meaningful Work serta peran mediasi meaningful work pada pengaruh job crafting terhadap career commitment pada digital gig workers di Indonesia. Model yang penulis gunakan diadaptasi berdasarkan tiga jurnal acuan yang dibuat oleh Wong, Kost, & Fieseler (2021), Mousa & Chaouali, (2022), dan Lin, Au, Leung, & Peng (2020). Penulis mengkombinasikan ketiga jurnal ini untuk membuat model penelitian yang baru. Penelitian ini menggunakan analisis SEM dengan bantuan perangkat lunak Lisrel 8.80 dan SPSS Statistics 23. Peneliti menyebarkan kuesioner pada grup telegram dan facebook untuk pengumpulan data dari digital gig workers di seluruh Indonesia. Sebanyak 237 responden diperoleh sebagai sampel pada penelitian ini. Penelitian ini menemukan bahwa terdapat pengaruh positif dari job crafting terhadap meaningful work dan career commitment. Selain itu, terdapat juga peran mediasi parsial dari meaningful work pada pengaruh positif job crafting terhadap career commitment. Penemuan dari penelitian ini dapat digunakan dan dijadikan referensi bagi pihak yang memiliki kepentingan, khususnya akademisi dan perusahaan untuk meningkatkan komitmen karier para digital gig workers dengan membantu proses job crafting dan pembentukan makna sehingga para digital gig workers dapat bertahan pada career path yang mereka pilih.

.....This research aims to examine and discuss how career commitment of digital gig workers is influenced by Job Crafting and Meaningful Work, as well as the mediating role of meaningful work in the influence of job crafting on career commitment among digital gig workers in Indonesia. The model used by the author is adapted based on three reference journals by Wong, Kost, & Fieseler (2021), Mousa & Chaouali (2022), and Lin, Au, Leung, & Peng (2020) . The author combines these three journals to create a new research model. This study employs quantitative methods with SEM analysis using Lisrel 8.80 and SPSS Statistics 23 software. The researchers distributed questionnaires to Telegram and Facebook groups to collect data from digital gig workers across Indonesia. A total of 237 respondents were obtained as samples for this study. The research findings reveal that there is a positive influence of job crafting on meaningful work and career commitment. Additionally, there is a partial mediating role of meaningful work in the positive influence of job crafting on career commitment. The findings from this study can be utilized and serve as a reference for interested parties, particularly academics and companies, to enhance the career commitment of digital gig workers by assisting in the job crafting process and the formation of meaning, thus enabling digital gig workers to persist in the chosen career path.