

# Kajian terhadap Pengaruh Work as a Calling dan Work Volition terhadap Intention to Stay Karyawan Industri FMCG (Studi Empiris pada Wilayah Jabodetabek) = Study of the Effect of Work as Calling Theory and Work volition to Intention to stay FMCG Employee (Empirical Study in Jabodetabek Area)

Meytha Dwiantika Kadang, author

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## Abstrak

Indonesia melakukan berbagai pendekatan dan strategi untuk kembali mencapai pertumbuhan ekonomi yang tinggi dan berkelanjutan pasca pandemi Covid-19. Pertumbuhan ekonomi dari lapangan usaha dan dari segi pengeluaran di tahun 2022 mengalami peningkatan dibandingkan tahun sebelumnya dan secara geografis terjadi di seluruh Indonesia namun masih terkonsentrasi di Pulau Jawa terutama di wilayah DKI Jakarta dan Jawa Barat. Sektor industri fast moving consumer goods (FMCG) merupakan salah satu sektor yang menunjang pertumbuhan ekonomi dan pertumbuhan pengeluaran dengan jumlah tenaga kerja yang banyak namun juga turnover rate yang tinggi di berbagai negara. Sehingga intention to stay menjadi hal yang perlu diperhatikan oleh perusahaan di sektor FMCG. Beberapa hal yang memiliki hubungan dengan intention to stay adalah work as a calling theory yang terdiri dari perceiving a calling dan living a calling, lalu work volition, P-E fit, work meaning dan career commitment. Penelitian ini bertujuan untuk mengetahui hubungan work as a calling dan work volition terhadap intention to stay serta hubungan mediasi yang dapat muncul. Teknik pengumpulan data melalui penyebaran kuesioner ke karyawan FMCG Area Jabodetabek. Analisis dan pengolahan data tergolong metode kuantitatif terhadap 595 responden dengan menggunakan LISREL. Hasil penelitian peran mediasi living calling pada perceiving calling dan intention to stay berpengaruh positif dan signifikan, begitu juga dengan mediasi yang dihasilkan oleh work meaning dan career commitment dari perceiving calling dan living calling. Jalur yang paling memengaruhi intention to stay karyawan adalah perceiving calling sehingga untuk meningkatkan intention to stay karyawan, perusahaan dapat melakukan goal settings, coaching, mentoring, maupun pemberian penghargaan kepada karyawan.

.....Indonesia has implemented various approaches and strategies to regain high and sustainable economic growth post the Covid-19 pandemic. The economic growth in terms of business field and expenditures in 2022 has shown improvement compared to the previous year, and it is geographically spread across Indonesia, although still concentrated in Java Island, particularly in DKI Jakarta and West Java. The fast-moving consumer goods (FMCG) industry is one of the sectors that supports economic and expenditure growth, employing a large number of workers but also experiencing a high turnover rate in various countries. Therefore, intention to stay is a crucial factor for companies in the FMCG sector to consider. Several factors that are related to intention to stay include the work as a calling theory, which consists of perceiving a calling and living a calling, as well as work volition, person-environment fit (P-E fit), work meaning, and career commitment. This research aims to investigate the relationship between work as a calling and work volition with intention to stay, as well as the potential mediating effects. Data collection was conducted through questionnaire distribution to FMCG employees in the Jabodetabek area. The data was analyzed using quantitative methods with LISREL, involving 595 respondents. The results of the study

indicate that the mediating role of living calling in the relationship between perceiving calling and intention to stay is positively and significantly influential. Similarly, the mediating effects of work meaning and career commitment from perceiving calling and living calling are also significant. The path that has the most impact on employees' intention to stay is perceiving calling. Therefore, to enhance employees' intention to stay, companies can implement goal settings, coaching, mentoring, and recognition programs for their employees.