

Analisis Pengaruh Job Demand dan Polychronicity terhadap Burnout dimediasi oleh Multitasking: Pekerja Agensi Periklanan Di Jabodetabek = Analysis of the Effect of Job Demand and Polychronicity on Burnout Mediated by Multitasking: Advertising Agency Workers in Jabodetabek

Muhammad Reza Gifari Akbar, author

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Abstrak

Penelitian ini bertujuan untuk mengevaluasi pengaruh job demand dan polychronicity terhadap burnout yang dimediasi oleh multitasking pada pekerja periklanan di wilayah Jabodetabek. Terdapat tujuh hipotesis yang dirumuskan dalam studi ini. Dengan menggunakan pendekatan Structural Equation Modelling (SEM), penelitian ini mengumpulkan data dari 209 responden yang bekerja di agensi periklanan di Jabodetabek. Hasil penelitian menunjukkan bahwa job demand memiliki pengaruh positif yang signifikan terhadap multitasking dan burnout pada pekerja agensi periklanan di Jabodetabek. Selain itu, polychronicity juga memiliki pengaruh positif yang signifikan terhadap multitasking dan burnout pada pekerja agensi periklanan di wilayah tersebut. Lebih lanjut, variabel multitasking diketahui memediasi hubungan antara job demand dan polychronicity terhadap burnout pada pekerja agensi periklanan di Jabodetabek. Kesimpulannya, penting bagi perusahaan untuk memperhatikan tingkat job demand dan polychronicity dari pekerja mereka, terutama di agensi periklanan di Jabodetabek, untuk mengendalikan tingkat multitasking dan burnout pekerja.

.....This research aims to evaluate the influence of job demand and polychronicity on burnout mediated by multitasking in advertising workers in the Jabodetabek area. There are seven hypotheses formulated in this study. Using a Structural Equation Modeling (SEM) approach, this research collected data from 209 respondents who worked at advertising agencies in Jabodetabek. The research results show that job demand has a significant positive influence on multitasking and burnout in advertising agency workers in Jabodetabek. Apart from that, polychronicity also has a significant positive influence on multitasking and burnout in advertising agency workers in the region. Furthermore, the multitasking variable is known to mediate the relationship between job demand and polychronicity on burnout among advertising agency workers in Jabodetabek. In conclusion, it is important for companies to pay attention to the level of job demand and polychronicity of their employees, especially in advertising agencies in Jabodetabek, to control the level of employee multitasking and burnout.