

Pengaruh artificial intelligence awareness terhadap career competency dan job burnout dengan organizational commitment sebagai variabel mediasi: Studi pada karyawan generasi milenial dan Z = The Influence of artificial intelligence awareness on career competency and job burnout with organizational commitment as mediating variable: A Study on millennial and Z generation employees

Adinda Friana Luce Maria, author

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Abstrak

Kehadiran artificial intelligence (AI) merubah cara orang bekerja secara global dan bahkan dapat mengungguli manusia dalam banyak tugas manual dan konseptual sehingga diperkirakan satu pertiga dari pekerjaan yang ada pada hari ini dapat di diambil alih oleh AI di masa depan. Generasi Milenial dan Z saat ini mulai menjadi mayoritas angkatan kerja dunia, sebagian besar dari mereka khawatir pekerjaan mereka saat ini akan dapat tergantikan oleh AI di masa depan. Penelitian ini bertujuan untuk menganalisis pengaruh Artificial Intelligence Awareness terhadap Career Competency dan Job Burnout dengan Organizational Commitment sebagai Variabel Mediasi, khususnya pada karyawan Generasi Milenial dan Z. Melalui pendekatan kuantitatif, data dikumpulkan melalui kuesioner online yang disebarkan kepada karyawan tetap yang menggunakan AI pada pekerjaannya, data responden yang terkumpul sebanyak 194. Analisis penelitian ini dilakukan dengan perangkat lunak SPSS dan SmartPLS. Hasil penelitian menunjukkan bahwa Artificial Intelligence Awareness tidak memiliki pengaruh signifikan terhadap Career Competency secara langsung, namun berpengaruh melalui mediasi Organizational Commitment. Lalu, Job Burnout dipengaruhi oleh Artificial Intelligence Awareness secara langsung maupun melalui mediasi. Temuan ini menggarisbawahi pentingnya perusahaan atau HR untuk memerhatikan akibat buruk AI pada sumber daya manusia.

.....The presence of artificial intelligence (AI) is transforming the way people work globally and can even surpass humans in many manual and conceptual tasks. It is estimated that one-third of today's jobs could be taken over by AI in the future. Millennials and Generation Z are now becoming the majority of the global workforce, with many of them concerned that their current jobs could be replaced by AI in the future. This study aims to analyze the effect of Artificial Intelligence Awareness on Career Competency and Job Burnout, with Organizational Commitment as a mediating variable, particularly among Millennial and Generation Z employees. Using a quantitative approach, data were collected through an online questionnaire distributed to permanent employees who use AI in their work, resulting in 194 respondents. The analysis was conducted using SPSS and SmartPLS software. The findings reveal that Artificial Intelligence Awareness does not have a direct significant effect on Career Competency, but it does have an impact through the mediation of Organizational Commitment. Additionally, Job Burnout is directly influenced by Artificial Intelligence Awareness, as well as through mediation. These findings highlight the importance for companies or HR departments to address the negative impacts of AI on human capital.