

ABSTRACT

Given that the e-commerce industry in Indonesia has constantly been expanding, e-commerce companies need to think about managing their human resources strategically. The domination of Generation Y talents as their valuable human resources prompts the e-commerce firms to seriously consider their employees' job engagement because this generation is assumed to be weakly engaged in their work. This research seeks to explore how the perceived opportunities for development and employees' experience of meaningfulness can influence the employees' levels of job engagement.

This research employed a quantitative research design and collected primary data. An online self-administered survey of Generation Y e-commerce talents in Indonesia ($n = 100$) was conducted. The samples were obtained through the purposive sampling technique. The data obtained in this research were analysed using regression analysis through Baron and Kenny's method (1986). The results indicate that perceived opportunities for development positively influence job engagement through the full mediating role of meaningfulness. The insights obtained from this research help the employers understand how to enhance employees' level of job engagement as the valuable employees' expression that every company desires.

Keywords: perceived opportunities for development, meaningfulness, job engagement.

INTISARI

Seiring dengan perkembangan industri *e-commerce* di Indonesia, perusahaan *e-commerce* perlu memikirkan tentang pengelolaan sumber daya manusianya secara strategis. Saat ini karyawan Generasi Y sumber daya manusia dianggap berharga dalam keberlangsungan perusahaan *e-commerce* sekaligus mendominasi demografi di industri *e-commerce*. Hal ini mendorong perusahaan *e-commerce* untuk secara serius mempertimbangkan keterikatan kerja karyawan, karena generasi ini dianggap memiliki keterikatan yang lemah dalam pekerjaan mereka. Penelitian ini berusaha untuk mengeksplorasi bagaimana peluang pengembangan persepsian dan pengalaman kebermaknaan kerja karyawan dapat mempengaruhi tingkat keterikatan kerja karyawan.

Penelitian ini menggunakan desain penelitian kuantitatif dan mengumpulkan data primer melalui survei dalam jaringan yang diisi oleh karyawan perusahaan *e-commerce* sebanyak seratus orang. Pengambilan sampel dilakukan dengan teknik *purposive sampling*. Data tersebut dianalisis menggunakan analisis regresi mediasi milik Baron dan Kenny (1986). Hasil penelitian ini menunjukkan bahwa peluang pengembangan persepsian secara positif memengaruhi keterikatan kerja melalui peran mediasi kebermaknaan secara penuh. Temuan penelitian ini membantu perusahaan untuk meningkatkan keterikatan kerja karyawan yang diinginkan dan dibutuhkan oleh setiap perusahaan.

Kata kunci: peluang pengembangan persepsian, kebermaknaan, keterikatan kerja.