

## Peran Job Crafting terhadap Work Engagement Pada Karyawan Perusahaan Startup

### *The Role of Job Crafting to Work Engagement in Startup Employees*

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**Abstrak.** Perusahaan *startup* perlu memprioritaskan sumber daya manusia dalam hal meningkatkan *work engagement* karyawan untuk memenangkan persaingan bisnis dan mencapai tujuan perusahaan. Penelitian ini bertujuan untuk mengkaji secara empirik peran *job crafting* terhadap *work engagement* pada karyawan perusahaan *startup*. Hipotesis penelitian ini adalah *job crafting* berperan positif terhadap *work engagement* pada karyawan perusahaan *startup*. Alat ukur yang digunakan yaitu Job Crafting Scale (JCS) milik Tims dkk. (2012) yang telah dialih bahasakan oleh penelitian sebelumnya dan Skala Utrecht Work engagement Scale (UWES) versi Bahasa Indonesia milik Schaufeli & Bakker (2003). Metode penelitian yang digunakan adalah kuantitatif melalui penggunaan kuesioner. Penelitian melibatkan 112 partisipan yang merupakan karyawan perusahaan *startup*. Analisis data dilakukan dengan regresi berganda. Hasil analisis statistik menunjukkan bahwa dimensi *increasing structural job resources* dan *increasing challenging job demands* secara signifikan berperan positif terhadap *work engagement* dengan  $F=23,024$ ,  $r=0,680$ ,  $r\text{ square}=0,463$ .

**Kata kunci:** *karyawan, startup, job crafting, work engagement*

**Abstract.** *Startup companies need to prioritize human resources in terms of increasing employee work engagement to win business competition and achieve companies goals. This study aims to examine empirically the role of job crafting in work engagement among startup employees. The hypothesis in this study is job crafting had a positive role towards work engagement in startup employees. The instruments used were adapted from Job Crafting Scale (JCS) by Tims et al. (2012) and Utrecht Work Engagement Scale (UWES) Indonesian version by Schaufeli & Bakker (2003). The research method used is quantitative and questionnaires. As many as 112 startup employees participated in this study. Data was analysed by multiple regression analysis. A statistical analysis showed that increasing structural job resources and increasing challenging job demands has significant positive role in work engagement in startup employees ( $F=23,024$ ,  $R=0,680$ ,  $R\text{ square}=0,463$ ).*

**Keywords:** *employee, startup, job crafting, work engagement*