

Peran Kepemimpinan Transformasional terhadap Job Crafting Karyawan

Generasi Millennial Perusahaan FMCG

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Abstract

The presence of VUCA (Volatility, Uncertainty, Complexity, and Ambiguity) situations necessitates companies to prepare for changes, especially in the FMCG (Fast-Moving Consumer Goods) industry. Job crafting, which emphasizes employee proactivity, can be a suitable solution for such conditions. It is believed that job crafting can be stimulated through transformational leadership. There is a lot of research examining the relationship between transformational leadership and job crafting, but not much in the context of FMCG in Indonesia. Therefore, this study aims to investigate the extent to which transformational leadership influences job crafting among millennial employees in the FMCG industry. This research employs a quantitative approach through a survey involving 160 FMCG millennial employees. The research hypothesis posits that transformational leadership significantly affects the job crafting of millennial employees in the FMCG industry. After conducting a non-linear regression analysis, the findings reveal that transformational leadership does not have a significant impact on job crafting ($R^2=0.021$; $F=3.349$, $p>0.05$), indicating that the hypothesis is rejected. Additional analysis indicates differences in job crafting when considering gender.

Keywords : *job crafting, kepemimpinan transformasional, milenial, FMCG*

Abstrak

Adanya situasi VUCA (*Volatility, Uncertainty, Complexity, dan Ambiguity*) membuat perusahaan harus bersiap menghadapi perubahan, terlebih lagi pada perusahaan industri FMCG (Fast-Moving Consumer Goods). Job crafting yang menitikberatkan pada proaktivitas karyawan dapat menjadi solusi yang tepat bagi kondisi tersebut. *Job crafting* diduga dapat distimulasi melalui adanya kepemimpinan transformasional, apalagi pada konteks karyawan milenial. Banyak penelitian yang mengkaji kepemimpinan transformasional dan job crafting, akan tetapi belum banyak yang menggunakan konteks FMCG di Indonesia. Penelitian ini bertujuan untuk mencari tahu sejauh mana peranan kepemimpinan transformasional terhadap job crafting karyawan milenial FMCG. Penelitian ini menggunakan pendekatan kuantitatif melalui survei dan melibatkan 160 karyawan milenial FMCG. Hipotesis penelitian ini adalah kepemimpinan transformasional berperan signifikan terhadap job crafting karyawan milenial FMCG. Setelah dilakukan analisis regresi non-linear, didapatkan bahwa kepemimpinan transformasional tidak berperan signifikan terhadap job crafting ($R^2=0,02$, $F=3.349$, $p>0,05$), artinya hipotesis ditolak. Analisis tambahan menunjukkan adanya perbedaan job crafting ditinjau dari jenis kelamin.

Kata kunci : *job crafting, kepemimpinan transformasional, millennial, FMCG.*