

Peran *Job Crafting* dan *Psychological Safety* terhadap Perilaku Inovatif Karyawan Generasi Milenial di Perusahaan *Fast-Moving Consumer Goods*

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Abstract. Promoting employee participation in doing innovation is deemed important for the sustainability of Fast-Moving Consumer Goods (FMCG) companies, including in the food and beverage sector. This study aims to examine the role of job crafting and psychological safety on employee innovative behavior. The participants (N=154) were employees of PT. X who born between 1982-1998 and have worked for at least 1 year. Three scales were used in this study, including innovative behavior scale, job crafting scale, and psychological safety scale. Based on the results of multiple linear regression analysis, it was found that both job crafting and psychological safety can simultaneously predict employee innovative behavior in the context of FMCG setting with a value of $F=76.203$ and a significance of $p=0.000$ ($p<0.001$). These variables can explain 50.2% variance of innovative behavior. Job crafting significantly contributes to innovative behavior ($\beta=0.511$; $p<0.001$), with an effective contribution of 32.3%. Meanwhile, psychological safety significantly contributes to innovative behavior ($\beta=0.343$; $p<0.001$), with an effective contribution of 17.9%.

Keywords: *Fast-moving consumer goods, innovative behavior, job crafting, psychological safety*

Abstrak. Mendorong partisipasi karyawan dalam melakukan inovasi atau perilaku inovatif menjadi penting bagi keberlangsungan perusahaan *Fast-Moving Consumer Goods* (FMCG), termasuk FMCG di sektor makanan dan minuman. Penelitian ini bertujuan untuk menguji peran *job crafting* dan *psychological safety* terhadap perilaku inovatif karyawan. Partisipan penelitian ini (N=154) adalah karyawan FMCG PT. X generasi milenial (lahir tahun 1982-1998) dengan masa kerja minimal 1 tahun. Terdapat tiga skala yang digunakan dalam penelitian ini, yaitu skala perilaku inovatif, skala *job crafting*, dan skala *psychological safety*. Berdasarkan uji statistik regresi berganda ditemukan bahwa *job crafting* dan *psychological safety* secara simultan memiliki peran positif terhadap perilaku inovatif karyawan FMCG dengan nilai $F=76,203$ dan signifikansi $p=0,000$ ($p<0,001$), serta sumbangan efektif kedua variabel sebesar 50,2%. *Job crafting* berperan secara signifikan terhadap perilaku inovatif ($\beta=0,511$; $p<0,001$) dengan sumbangan efektif sebesar 32,3%. Sementara itu, *psychological safety* berperan secara signifikan terhadap perilaku inovatif ($\beta=0,343$; $p<0,001$) dengan sumbangan efektif sebesar 17,9%.

Kata kunci: *Fast-moving consumer goods, job crafting, perilaku inovatif, psychological safety*