

## Peran *Personal Growth Initiative* terhadap *Job Flourishing* dengan *Perceived Organizational Support* sebagai Moderator pada Karyawan *Beauty Industry*

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**Abstract.** *Amidst the high business competition, promoting employee well-being is becoming more important to remain competitive. As an ultimate well-being construct at work, job flourishing remains under-explored. Drawing on the Self-Determination Theory, the study seeks to understand how personal growth initiative, as an individual factor can promote job flourishing with perceived organizational support, as a contextual factor, being the moderator. A purposive sample of 133 employees working in Indonesia's beauty industry completed the online survey consisting of Flourishing-at-Work Scale Short Form, Personal Growth Initiative Scale-II, and Perceived Organizational Support Scale Short Version. The hypothesis was tested using structural equation modeling in SPSS Amos. The results shows that personal growth initiative and perceived organizational support positively affect job flourishing. Moreover, perceived organizational support does not moderate the relationship between personal growth initiative and job flourishing. This research provides valuable insights into how the beauty industry can foster a supportive work environment and facilitate development programs that promote employee well-being and organizational success.*

**Keywords:** *Job flourishing, well-being, personal growth initiative, organizational support, beauty industry*

**Abstrak.** *Ditengah persaingan bisnis yang ketat, meningkatkan kesejahteraan karyawan menjadi penting agar perusahaan tetap kompetitif. Job flourishing sebagai suatu konstruk yang menggambarkan kesejahteraan optimal dalam konteks kerja masih perlu diteliti lebih lanjut. Mengacu pada Self-Determination Theory, penelitian ini mencoba memahami bagaimana personal growth initiative sebagai faktor individu dapat meningkatkan job flourishing dengan perceived organizational support sebagai faktor kontekstual, menjadi moderator. Sebanyak 133 karyawan industri kecantikan di Indonesia mengisi skala Flourishing-at-Work Scale Short Form, Personal Growth Initiative Scale-II, dan Perceived Organizational Support Scale Short Version. Pengujian hipotesis dilakukan dengan structural equation modeling di SPSS Amos. Hasil penelitian menunjukkan bahwa PGI dan POS memiliki peran pada job flourishing. Namun begitu, POS tidak memoderasi hubungan antara PGI dan job flourishing. Penelitian ini memberikan implikasi penting bagi organisasi di industri kecantikan untuk menciptakan lingkungan kerja yang mendukung dan memfasilitasi program pengembangan yang dapat meningkatkan kesejahteraan karyawan serta kesuksesan organisasi.*

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