

The Role of Perceived Organizational Support Toward Eudaimonic Workplace Well-Being In The E-Commerce Industries

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Abstract. The rapid growth of Indonesia's e-commerce industry, contributing 45% of the national GDP, presents challenges for employees' emotional, social, and technical resilience. Perceived Organizational Support (POS) plays a key role in enhancing motivation and well-being, as employees who feel valued tend to show higher loyalty and performance. This study aims to examine the relationship between POS and EWW, aiming to provide insights for organizations on the importance of employee support in fostering workplace well-being. This research utilizes a quantitative approach as the chosen research method, with 159 participants from diverse e-commerce companies in Indonesia. From the simple regression analysis, the results revealed that POS significantly predicted EWW ($\beta = 0.228$; $p < 0.001$), explaining 10.1% of the variance in eudaimonic well-being ($R^2 = 0.101$; $F = 17.5$; $p < 0.001$). These results show the relevance of the support provided by the company to the welfare of employees in the company.

Keywords: *perceived organizational support, eudaimonic workplace well-being, e-commerce, Indonesia*

Abstrak. Pertumbuhan pesat industri e-commerce Indonesia menyumbang 45% dari PDB nasional menghadirkan tantangan bagi ketahanan emosional, sosial, dan teknis karyawan. Perceived Organizational Support (POS) memiliki peran kunci dalam meningkatkan motivasi dan kesejahteraan karena karyawan yang merasa dihargai cenderung menunjukkan loyalitas dan kinerja yang lebih tinggi. Studi ini ditujukan untuk mengkaji hubungan antara POS dan EWW, yang bertujuan untuk memberikan wawasan bagi organisasi tentang pentingnya dukungan karyawan dalam menumbuhkan kesejahteraan di tempat kerja. Penelitian ini menggunakan pendekatan kuantitatif sebagai metode penelitian yang dipilih, dengan 159 peserta dari berbagai perusahaan e-commerce di Indonesia. Dari analisis regresi sederhana, hasil menunjukkan bahwa POS secara signifikan memprediksi EWW ($\beta = 0.228$; $p < 0.001$), dengan kontribusi sebesar 10.1% terhadap varian kesejahteraan eudaimonik ($R^2 = 0.101$; $F = 17.5$; $p < 0.001$). Hasil ini menunjukkan relevansi dari dukungan yang diberikan perusahaan terhadap kesejahteraan para pekerja dalam perusahaan.

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