

**PENGARUH MOTIVASI INTRINSIK, REGULASI YANG
TERIDENTIFIKASI, DAN REGULASI YANG TERINTEGRASI
TERHADAP KINERJA KARYAWAN GENERASI Z**

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ABSTRAK

Indonesia mengalami pertumbuhan bisnis yang pesat dan menempati peringkat ke-2 dalam *Startup Ecosystem Index* Asia Tenggara tahun 2023. Dalam situasi ini, kinerja karyawan menjadi kunci daya saing perusahaan, terutama di tengah dominasi Generasi Z yang diperkirakan mengisi 27% tenaga kerja global pada 2025. Penelitian ini mengkaji pengaruh motivasi intrinsik, regulasi yang teridentifikasi, dan regulasi yang terintegrasi terhadap kinerja karyawan Generasi Z di Indonesia. Data dikumpulkan dari 235 responden menggunakan metode purposive sampling dan *non-probability* sampling. Hasil menunjukkan bahwa ketiga variabel tersebut berpengaruh positif dan signifikan baik secara parsial maupun simultan terhadap kinerja karyawan. Temuan ini memberikan implikasi penting bagi perusahaan dalam mengelola potensi dan motivasi kerja Generasi Z.

Kata Kunci: Motivasi intrinsik, regulasi teridentifikasi, regulasi terintegrasi, kinerja karyawan, Generasi Z, *self-determination theory*.

**THE INFLUENCE OF INTRINSIC MOTIVATION, IDENTIFIED
REGULATION, AND INTEGRATED REGULATION ON GENERATION
Z EMPLOYEE PERFORMANCE**

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ABSTRACT

Indonesia is experiencing rapid business growth and ranked second in the Southeast Asia Startup Ecosystem Index 2023. In this context, employee performance plays a crucial role in enhancing company competitiveness, especially with Generation Z expected to comprise 27% of the global workforce by 2025. This study examines the influence of intrinsic motivation, identified regulation, and integrated regulation on the performance of Generation Z employees in Indonesia. Data were collected from 235 respondents using purposive and non-probability sampling methods. The results show that all three variables have a positive and significant effect on employee performance, both individually and simultaneously. These findings offer valuable insights for companies in optimizing the potential and motivation of Generation Z in the workplace.

Keywords: Intrinsic motivation, identified regulation, integrated regulation, employee performance, Generation Z, self-determination theory.