



Peran Job Crafting Terhadap Employee Retention Dimediasi Oleh Work Passion Pada Pekerja Film

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Abstrak. Industri perfilman di Indonesia saat ini menunjukkan mengalami pertumbuhan yang signifikan, namun terdapat tantangan bagi pekerja film untuk bertahan di industri perfilman yang dinamis. Berdasarkan *Self-Determination Theory*, penelitian ini menguji peran *work passion* dalam memediasi hubungan antara *job crafting* dan *employee retention* pada pekerja film di Indonesia. Menggunakan pendekatan kuantitatif dengan metode survei *cross-sectional*, sebanyak 204 pekerja film berpartisipasi dalam penelitian ini dengan mengisi kuesioner daring, kemudian data dianalisis menggunakan Structural Equation Modeling berbasis Partial Least Squares (SMART PLS 4.0). Hasil penelitian menunjukkan bahwa *work passion* memediasi secara penuh hubungan antara *job crafting* dan *employee retention*. Temuan ini menunjukkan bahwa ketika pekerja film secara proaktif menyesuaikan tugas, peran, dan interaksi kerja agar lebih selaras dengan minat serta nilai pribadi, mereka menumbuhkan *work passion* terhadap pekerjaan yang pada akhirnya meningkatkan keinginan untuk bertahan dan terus berkarya dalam industri perfilman. Penelitian ini menegaskan pentingnya bagi industri perfilman dan manajer proyek di industri film untuk menciptakan lingkungan kerja yang memberikan otonomi serta dukungan terhadap pengembangan potensi dan kreativitas individu agar dapat meningkatkan retensi pekerja.

Kata Kunci. *Work Passion, Job Crafting, Employee Retention, Pekerja Film*

Job Crafting and Employee Retention: The Mediating Role of Work Passion among Film Workers

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Abstract. The Indonesian film industry has experienced significant growth in recent years; however, film workers are facing substantial challenges in sustaining their careers within this dynamic and project-based sector. Drawing on Self-Determination Theory, this study examines the mediating role of work passion in the relationship between job crafting and employee retention among film workers in Indonesia. Using a quantitative approach with a cross-sectional survey design, a total of 204 film workers participated by completing an online questionnaire. The data were analyzed using Partial Least Squares-based Structural Equation Modeling (SMART PLS 4.0). The findings reveal that work passion fully mediates the relationship between job crafting and employee retention. These results suggest that when film workers proactively adjust their tasks, roles, and work interactions to better align with their personal interests and values, they cultivate stronger work passion, which in turn enhances their intention to remain and continue contributing within the film industry. Additionally, this study highlights the importance for film industry stakeholders and project managers to create work environments that provide autonomy and support for individual potential and creativity, ultimately improving worker retention.

Keyword. *Work Passion, Job Crafting, Employee Retention, Film Worker*