

Abstrak

Penelitian ini bertujuan untuk mengkaji pengaruh *virtual community trust* terhadap *person-job fit* pada *gig worker* Generasi Z di Indonesia, serta menelaah peran *work engagement* sebagai variabel mediasi dalam hubungan tersebut. Penelitian ini mengacu pada kerangka teoritis yang dikembangkan oleh Toth dkk. (2020) dan menggunakan pendekatan kuantitatif melalui metode survei. Responden dalam penelitian ini merupakan *gig worker* Generasi Z yang bekerja melalui berbagai platform digital, seperti layanan transportasi daring (Grab, Gojek, dan Maxim), platform freelancing, serta bentuk pekerjaan berbasis aplikasi digital lainnya. Data yang terkumpul dianalisis menggunakan Structural Equation Modeling berbasis Partial Least Squares (SEM-PLS) untuk menguji validitas dan reliabilitas instrumen penelitian, sekaligus menganalisis hubungan struktural antar variabel. Hasil analisis menunjukkan bahwa *virtual community trust* memiliki pengaruh positif dan signifikan terhadap *work engagement* maupun *person-job fit*. Selain itu, *work engagement* terbukti berperan secara signifikan sebagai mediator dalam hubungan antara *virtual community trust* dan *person-job fit*. Kebaruan penelitian terletak pada pengujian ulang model kepercayaan-engagement-fit dalam konteks *gig economy* Indonesia yang memiliki karakteristik budaya kolektivistik dan tingkat kepercayaan komunitas virtual yang berbeda dari negara maju. Temuan ini memberikan implikasi manajerial bagi penyedia platform digital untuk meningkatkan fitur komunitas, sistem reputasi, dan mekanisme umpan balik guna memperkuat kepercayaan dan meningkatkan *engagement* *gig worker*, sehingga

mendorong kesesuaian individu-pekerjaan yang lebih optimal dan meningkatkan produktivitas ekosistem freelance digital di Indonesia.

Kata kunci: virtual community trust; work engagement; person-job fit; Generasi Z; ekonomi gig

Abstract

This *study* investigates the influence of virtual community trust on person–job fit among Generation Z gig workers in Indonesia, while also exploring the mediating function of work engagement within this relationship. Grounded in the theoretical framework proposed by Toth et al. (2020), the research adopts a quantitative design using a survey-based approach. The *study* sample consists of Generation Z gig workers engaged through various digital labor platforms, including ride-hailing services (Grab, Gojek, and Maxim), freelancing platforms, and other forms of app-based work. A substantial number of responses were examined using Partial Least Squares Structural Equation Modeling (PLS-SEM) to evaluate construct validity and reliability, as well as to test the hypothesized structural relationships. The findings reveal that virtual community trust exerts a positive and statistically significant effect on both work engagement and person–job fit. Moreover, work engagement is empirically confirmed to play a significant mediating role in linking virtual community trust to person–job fit. The primary contribution of this *study* lies in its empirical reassessment of the trust–engagement–fit model within the context of Indonesia’s gig economy, which is shaped by a collectivistic cultural orientation and distinctive patterns of virtual community trust compared to those observed in developed economies. These findings offer managerial implications for digital platform providers to enhance community features, reputation systems, and feedback mechanisms to strengthen trust and improve worker engagement, thereby fostering better person job fit and increasing productivity within Indonesia’s digital freelance ecosystem.