



PERBEDAAN *EMPLOYEE ADVOCACY* ANTARA KARYAWAN HOTEL GENERASI X DAN Y : A *MIXED METHODS STUDY*

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INTISARI

Penelitian ini bertujuan mengetahui apakah terdapat perbedaan *employee advocacy* antara karyawan hotel generasi X dan Y, mengetahui pengalaman *employee advocacy* karyawan hotel, dan faktor yang berperan dalam kebanggaan karyawan hotel terhadap pekerjaan atau perusahaannya. Hipotesis dalam penelitian ini adalah terdapat perbedaan *employee advocacy* antara karyawan hotel generasi X dan Y, yaitu *employee advocacy* karyawan hotel generasi Y lebih tinggi dibandingkan *employee advocacy* generasi X. Alat ukur yang digunakan dalam adalah Skala *Employee Advocacy* milik Putri dan Helmi (2018) serta pertanyaan terbuka. Subjek dalam penelitian ini adalah 116 karyawan hotel yang berada di wilayah Bekasi serta termasuk dalam generasi X, yaitu lahir pada tahun 1965 sampai dengan tahun 1979 dan generasi Y, yaitu lahir pada tahun 1980 sampai dengan tahun 2000. Analisis kuantitatif dilakukan dengan metode *independent t-test* dan analisis kualitatif menggunakan analisis tematik dan analisis isi. Hasil dari penelitian ini menunjukkan bahwa terdapat perbedaan *employee advocacy* antara karyawan hotel generasi X dan Y dengan nilai $p = 0,005$ ($p < 0,05$). *Employee advocacy* karyawan hotel generasi Y lebih tinggi ($M = 43,73$) dibandingkan *employee advocacy* generasi X ($M = 39,43$). Pengalaman *employee advocacy* karyawan hotel terdiri dari memberikan informasi dan rekomendasi. Faktor yang berperan dalam kebanggaan karyawan hotel terhadap pekerjaan atau perusahaannya, antara lain kebermaknaan kerja, lingkungan kerja, dukungan organisasi, dan reputasi perusahaan.

Kata Kunci: *employee advocacy*, generasi X, generasi Y, kebanggaan



***THE DIFFRENCES OF EMPLOYEE ADVOCACY BETWEEN X AND Y
GENERATION EMPLOYEE IN THE HOTEL : A MIXED METHODS
STUDY***

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ABSTRACT

This research aims find out the differences of employee advocacy between X and Y generation employee in the hotel, employee advocacy experiences of the hotel employee, and factors that play a role in the pride of the hotel employee to the work or company. Researcher hypotizes that there is the difference of employee advocacy between X generation and Y generation employee in the hotel. Y generation employee in the hotel has higher employee advocacy compared with X generation. The instruments which is used in collecting the data for employee advocacy is Employee Advocacy Scale from Putri and Helmi (2018) and open-ended questions. The subjects of this research are 116 employees hotel in Bekasi, belongs to X generation (born in 1965 until 1979) and Y generation (born in 1980 until 2000). This research is a comparative study using Independent t-test analysis for the quantitative analysis; thematic and content analysis for the qualitative analysis. Hypothesis test result has significance value $p = 0,005$ ($p < 0,05$) which means that there is a difference of employee advocacy between X and Y generation employee in the hotel. Employee advocacy Y generation ($M = 43,73$) is higher than X generation ($M = 39,43$). The hotel employee experience in providing information and recommendations as the employee advocacy. In addition to this, factors that play a role in the pride of hotel employee to the work or company are the significance of work, work environment, organizational support, and corporate reputation.

Keywords : *employee advocacy, X generation, Y generation, pride*