

PERAN *PERCEIVED ORGANIZATIONAL SUPPORT* DAN *GRIT* TERHADAP *EMPLOYEE ENGAGEMENT* MILENIAL PADA PERUSAHAAN *START UP* *FINANCIAL TECHNOLOGY (FINTECH)*

Selvyana Mega Harjani
Fakultas Psikologi Universitas Gadjah Mada

Abstrak.

Saat ini banyak perusahaan *startup* yang berbasis teknologi yang mempekerjakan karyawan generasi milenial. Dalam beberapa tahun ke depan, bisnis di Indonesia akan semakin menjamur perusahaan *start-up fintech* yang tentunya akan menyerap tenaga kerja milenial. Hal ini dikarenakan bisnis *fintech* akan semakin dibutuhkan di banyak bidang perekonomian di Indonesia maupun di dunia. Untuk itu, perusahaan perlu mengelola karyawan generasi milenial agar mampu memiliki performa kerja yang dapat mendukung pencapaian perusahaan. Hal ini dikarenakan generasi milenial kurang memiliki aspek *engagement*, di mana *engagement* dijelaskan sebagai komitmen emosional dan intelektual terhadap organisasi yang ditunjukkan dengan keadaan pikiran yang positif, memuaskan, yang berhubungan dengan pekerjaan dan ditandai dengan semangat, dedikasi, dan keseriusan di dalam sebuah organisasi. Generasi milenial cenderung mencari pekerjaan berdasarkan minat atau *passion* yang mereka miliki, serta kecenderungan untuk berpindah perusahaan karena mencari jenjang karir dan ekspektasi gaji yang tidak sesuai. Untuk itu diperlukan pengujian tingkat *employee engagement* karyawan dilihat dari persepsi mereka terhadap seberapa besar perusahaan tempatnya bekerja memberikan dukungan dan apresiasi terhadap pekerjaan yang mereka lakukan. Selain itu faktor internal *grit* atau kegigihan karyawan juga dianggap mempengaruhi *employee engagement* milenial. Dengan demikian, tujuan dilakukannya penelitian ini adalah untuk menguji peran *perceived organizational support* dan *grit* terhadap *employee engagement* milenial di perusahaan *startup fintech*. Menanggapi fenomena ini, dilakukan penelitian dengan menggunakan pendekatan kuantitatif dan metode survei dengan penyebaran skala yang terdiri dari skala *perceived organizational support*, *grit* dan *employee engagement*. Selanjutnya analisis data dilakukan dengan menggunakan analisa regresi berganda. Responden penelitian adalah generasi milenial yang bekerja di perusahaan *startup* bidang *fintech*. Hasil penelitian menyatakan bahwa *perceived organizational support* dan *grit* secara bersama-sama memberikan sumbangan efektif sebesar 83.1% terhadap *employee engagement* yang dimiliki oleh karyawan milenial yang bekerja di perusahaan *startup fintech*.

Kata kunci: generasi milenial, *perceived organizational support*, *grit*, *employee engagement*

Abstract. Many technology-based startups employ millennial generation employees. In the next few years, businesses in Indonesia will increasingly mushroom fintech start-up companies which will certainly absorb millennial workforce. This is because the fintech business will be increasingly needed in many fields of the economy in Indonesia and in the world. For this reason, companies need to manage millennial generation employees to be able to have work performance that can support the achievement of the company. This is because millennial generation lacks an engagement aspect, where engagement is explained as an emotional and



intellectual commitment to the organization that is indicated by a positive, satisfying, work-related state of mind and characterized by enthusiasm, dedication, and seriousness in an organization. Millennials tend to look for work based on the interests or passion they have, as well as the tendency to switch companies because they are looking for career paths and salary expectations that are not appropriate. For this reason, it is necessary to examine the level of employee engagement of employees based on their perception of how much the company where they work provides support and appreciation for the work they do. In addition, internal grit factors or employee persistence are also considered to affect millennial employee engagement. Thus, the purpose of this research is to examine the role of perceived organizational support and grit on millennial employee engagement in startup companies fintech. Responding to this phenomenon, a study was conducted using a quantitative approach and survey methods with a scale deployment consisting of the scale of perceived organizational support, grit and employee engagement. Furthermore, data analysis was performed using multiple regression analysis. Research respondents are millennials who work in startup companies in the field of fintech. The results of the study stated that perceived organizational support and grit together contributed an effective contribution of 83.1% to employee engagement owned by millennial employees who worked at fintech startup companies.

Key word: millenial, perceived organizational support, grit, employee engagement