

Peran *Perceived Organizational Support* terhadap *Job Burnout* pada Karyawan Agensi Periklanan

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Abstract. Advertising agencies are service organizations that offer advertising creation and integrated marketing communication (IMC). However, work system in advertising agencies have a system that makes employees vulnerable to job burnout. This study aims to see the role of perceived organizational support on job burnout in advertising agency employees. This research participants are 214 advertising agency employees who have a minimum working period of six months. Job burnout was measured by the Maslach Burnout Inventory-General Survey (MBI-GS) which has been adapted by Ria (2012), while perceived organizational support was measured by Survey of Perceived Organizational Support (SPOS) which has been adapted by Zain (2016). The simple linear regression analysis is used to test the data and the results showed that perceived organizational support has a negative role in job burnout ($F = 85.020$, $R = 0.535$, $p < 0.05$) and the effective contribution of perceived organizational support to job burnout is 28.6%.

Keywords: job burnout, perceived organizational support, advertising agency

Abstrak. Agensi periklanan merupakan organisasi pelayanan pembuatan iklan sekaligus penyedia layanan komunikasi dan pemasaran yang terintegrasi. Namun sistem kerja di agensi periklanan memiliki sistem yang membuat karyawannya rentan mengalami *job burnout*. Tujuan dari penelitian ini adalah untuk melihat peran *perceived organizational support* (POS) terhadap *job burnout* pada karyawan agensi periklanan. Partisipan penelitian ini berjumlah 214 orang karyawan agensi periklanan yang telah menempuh masa kerja minimal enam bulan. *Job burnout* diukur dengan *Maslach Burnout Inventory-General Survey* (MBI-GS) yang telah diadaptasi oleh Ria (2012), sedangkan POS diukur dengan *Survey of Perceived Organizational Support* (SPOS) yang telah diadaptasi oleh Zain (2016). Analisis regresi linier sederhana digunakan untuk pengujian data dan menunjukkan bahwa POS memberikan peran negatif pada *job burnout* ($F=85.020$, $R=0,535$, $p<0,05$) serta sumbangan efektif variabel POS terhadap *job burnout* sebesar 28,6%.

Kata kunci: job burnout, perceived organizational support, agensi periklanan