

## ABSTRAK

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*PENGARUH PROACTIVE PERSONALITY ATAS MATURE AGE JOB SEEKERS TERHADAP JOB SEARCH SELF-EFFICACY & JOB SEARCH INTENSITY*

(xii + 99 halaman; 12 gambar; 14 tabel; 6 lampiran)

Hadirnya perusahaan-perusahaan asing di Indonesia khususnya di DKI Jakarta memudahkan perpindahan pengetahuan secara global yakni dari perusahaan multinasional kepada perusahaan lokal termasuk didalamnya yakni praktek Manajerial. Dengan adanya praktek manajerial yang semakin berkembang, perusahaan dituntut untuk memiliki sejumlah karyawan yang berpengalaman kerja tinggi dan motivasi yang besar untuk menunjang keberhasilan perusahaan. Dalam memenuhi kebutuhan tersebut, internal rekrutmen perusahaan masih berfokus mencari pekerja usia muda yang dilihat lebih kreatif dan dinamis dan memiliki nilai *Return on Investment* yang tinggi; yang mudah untuk dididik selesai dengan fungsi manajerial dan teknikal. Sedangkan kompetensi dan profesionalitas yang dicari mudah ditemukan pada pencari kerja usia dewasa dengan pengalaman kerja puluhan tahun dimana tidak perlu diragukan lagi kompetensinya dengan melakukan *assessment* panjang dengan *Recruitment Cost* yang tinggi. Tujuan dari penelitian ini adalah untuk menganalisa pengaruh *Proactive Personality* sebagai moderator pada hubungan antara umur pencari kerja dengan *Job Search Intensity*; dan untuk menguji peran *Job Search Self-Efficacy* sebagai mediator pada hasil moderasi tersebut.

Penelitian ini menggunakan metode *Quota Sampling*, dengan menyebarkan 300 kuisisioner *Online* lewat email para pencari kerja dewasa yang aktif melamar pekerjaan lewat *Jobstreet.com* dan portal *Job Vacancy* perusahaan penulis. Data yang terkumpul kemudian diuji Validitas dan Reliabilitas, lalu dianalisis dengan menggunakan metode *Structural Equaton Model*.

Berdasarkan hasil penelitian yang dilakukan, didapatkan bahwa *Proactive Personality* mampu mempengaruhi *Job Search Intensity* dan *Job Search Self-Efficacy* mampu memediasi hasil moderasi dari *Proactive Personality* pada hubungan antara umur pencari kerja dewasa dan *Job Search Intensity*.

Referensi : 68 (1987 – 2015)

Kata kunci : *Recruitment, Job Search, Job Seekers, Mature Age Job Seekers, Job Search Intensity, Job Search Self-Efficacy, Self Efficacy, Proactive Personality.*

## ABSTRACT

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### ***THE ROLE OF PROACTIVITY FOR MATURE-AGE JOB SEEKERS IN DKI JAKARTA***

(xv + --- page; -- images; --- table; 3 attachments)

The presence of foreign firms in Indonesia, especially in DKI Jakarta helps facilitate the transfer of knowledge and experience globally, notably from multinational corporations to local companies the managerial practices. With the ever-progressing managerial practices, having a number of highly-experienced employees with great motivation are indispensable and is slowly becoming a requirement of success for corporations and companies. In order to meet those needs, the company's internal recruitment is still focused on searching for young workers for they are seen as more creative, dynamic and are valued as high *Return of Investment*; easy to train correspondingly with managerial and technical functions. Whereas such competencies and professionalism searched are easily found in mature-age job seekers. Their decades of working experience, competencies and ability to perform require no doubt and can be exempt from lengthy assessments with high *Recruitment Cost*.

The aim of this study is to analyze the effect of *Proactive Personality* as a moderator on the relationship between ages of job seekers with *Job Search Intensity*; and to examine the role of *Job Search Self-Efficacy* as a mediator on the outcome of the mentioned moderation.

This research uses the *Quota Sampling* method, spreading 300 *Online* questionnaires via email to active mature-age job seekers applying for jobs through Jobstreet.com and the writer's company's portal *Job Vacancy*. The collected data are then tested for Validity and Reliability, and then analyzed through the *Structural Equation Model* method.

Based on the results of the conducted research, it was found that *Proactive Personality* is able to influence *Job Search Intensity* and *Job Search Self Efficacy* positively and significantly. This research also found that *Job Search Self Efficacy* is able to mediate the result from the *Proactive Personality* moderation on the relationship between ages of mature-age job seekers and *Job Search Intensity*.

Reference : 45 (1987 – 2015)

Key Words : *Recruitment, Job Search, Job Seekers, Mature Age Job Seekers, Job Search Intensity, Job Search Self-Efficacy, Self Efficacy, Proactive Personality*