

ABSTRAK

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EFEK MEDIASI *PERSON-ORGANIZATION FIT* DALAM PENGARUH *EMPLOYER BRANDING* DAN *ORGANIZATIONAL CULTURE* TERHADAP *EMPLOYEE ENGAGEMENT* PADA GEN Z DI JAKARTA

(xiv + 67 halaman: 2 gambar; 13 tabel; 4 lampiran)

Setiap tahun jumlah Gen Z yang memasuki organisasi terus bertambah, maka organisasi perlu memahami karakteristik Gen Z terutama keterlibatan mereka secara karier profesional di perusahaan. Penelitian ini bertujuan menganalisis efek mediasi *Person-Organization Fit* dalam pengaruh *Employer Branding* dan *Organizational Culture* terhadap *Employee Engagement* pada Gen Z di Jakarta. Penelitian dengan model kuantitatif ini dilakukan dengan menyebarkan kuesioner di kalangan Gen Z yang telah bekerja di Jakarta minimal 1 tahun serta berdomisili di Jakarta. Kuesioner yang disebar secara daring dengan 84 butir pernyataan diisi oleh 110 responden valid. Pengukuran dilakukan menggunakan skala likert (5 poin) dengan menggunakan SmartPLS untuk menganalisis data melalui uji hipotesis. Hasil penelitian menunjukkan bahwa pada Gen Z di Jakarta variabel *Employer Branding* memiliki pengaruh terhadap *Person-Organization Fit* demikian juga *Employer Branding* berpengaruh terhadap *Employee Engagement*, *Organizational Culture* berpengaruh terhadap *Person-Organization Fit*, *Person-Organization Fit* berpengaruh terhadap *Employee Engagement*, dan *Person-Organization Fit* dapat memediasi pengaruh *Organizational Culture* terhadap *Employee Engagement*. Sementara untuk *Organizational Culture* tidak berpengaruh terhadap *Employee Engagement* dan *Person-Organization Fit* tidak dapat memediasi pengaruh *Employer Branding* terhadap *Employee Engagement*. Hasil penelitian diharapkan dapat memberikan gambaran dan bahan evaluasi bagi para pemangku kepentingan di organisasi, khususnya bagi yang bekerja di departemen SDM.

Referensi: 62 (1995-2023)

Kata Kunci: *person-organization fit, employer branding, organizational culture, employee engagement* dan *gen z*

ABSTRACT

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MEDIATION EFFECTS OF PERSON-ORGANIZATION FIT IN THE INFLUENCE OF EMPLOYER BRANDING AND ORGANIZATIONAL CULTURE ON EMPLOYEE ENGAGEMENT AMONG GEN Z IN JAKARTA

(xiv + 67 pages; 2 figures; 13 tables; 4 appendices)

Every year the number of Gen Z entering organizations continues to grow, so organizations need to understand the characteristics of Gen Z, especially their involvement in professional careers in the organizations. This study aims to analyze the mediating effect of Person-Organization Fit in the influence of Employer Branding and Organizational Culture on Employee Engagement among Gen Z in Jakarta. This research uses a quantitative model that was conducted by distributing questionnaires among Gen Z who have worked in Jakarta for at least 1 year and are domiciled in Jakarta. The questionnaire, which was broadcast online with 84 statement items, was filled in by 110 valid respondents. Measurements were carried out using a Likert scale (5 points) using SmartPLS to analyze data through hypothesis testing. The research results show that Gen Z in Jakarta, an Employer Branding variable has an influence on Person-Organization Fit as well as Employer Branding has an effect on Employee Engagement, Organizational Culture has an impact Person-Organization Fit, Person-Organization Fit has an impact Employee Engagement, and Person-Organization Fit can be a mediator for the effect of Organizational Culture on Employee Engagement. Meanwhile, Organizational Culture does not impact Employee Engagement, and Person-Organization Fit cannot mediate the effect of Employer Branding on Employee Engagement. The research results are expected to provide an overview and evaluation material for organizational stakeholders, especially those in the HR department.

References: 62 (1995-2023)

Keywords: person-organization fit, employer branding, organizational culture, employee engagement, and gen z