

ABSTRAK

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“ANALISIS DAMPAK KESEIMBANGAN KEHIDUPAN KERJA, FLEKSIBILITAS KERJA, LINGKUNGAN KERJA, DAN KOMITMEN ORGANISASI TERHADAP NIAT KELUAR KARYAWAN GENERASI Z PADA PERUSAHAAN KREATIF INDUSTRI DI JAKARTA”

(xvi + 147 halaman; 5 gambar; 20 tabel; 6 lampiran)

Meningkatnya Niat Keluar Kerja di kalangan Generasi Z menjadi tantangan serius bagi industri kreatif yang bergantung pada tenaga muda. Penelitian ini menganalisis pengaruh keseimbangan kehidupan kerja, fleksibilitas kerja, lingkungan kerja, dan komitmen organisasi terhadap niat keluar karyawan Generasi Z di Jakarta. Metode yang digunakan adalah pendekatan kuantitatif asosiatif dengan survei daring terhadap 198 responden yang dipilih secara purposive. Analisis data dilakukan menggunakan PLS-SEM dengan bantuan SmartPLS 3.0. Hasil menunjukkan bahwa keempat variabel memiliki pengaruh signifikan terhadap niat keluar, dengan komitmen organisasi sebagai faktor negatif paling dominan, disusul lingkungan kerja dan fleksibilitas kerja. Keseimbangan kehidupan kerja juga berpengaruh negatif, meskipun lebih rendah. Temuan ini menyoroti pentingnya strategi retensi yang selaras dengan nilai-nilai Generasi Z, seperti fleksibilitas dan keseimbangan hidup. Penelitian ini memberikan kontribusi teoretis dan praktis dalam pengelolaan SDM, serta merekomendasikan studi lanjutan dengan cakupan wilayah dan dimensi psikologis yang lebih luas.

Referensi: 135 (1977-2025)

Kata kunci: Generasi Z, niat keluar karyawan, keseimbangan kehidupan kerja, fleksibilitas kerja, komitmen organisasi, industri kreatif

ABSTRACT

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“ANALYSIS OF THE IMPACT OF WORK-LIFE BALANCE, WORK FLEXIBILITY, WORK ENVIRONMENT, AND ORGANIZATIONAL COMMITMENT ON THE TURNOVER INTENTION OF GENERATION Z EMPLOYEES IN CREATIVE INDUSTRY COMPANIES IN JAKARTA.”

(xvi + 147 pages; 5 figures; 20 tables; 6 appendices)

The rising turnover intention among Generation Z poses a strategic challenge for companies, especially within the creative industry that heavily relies on young and innovative talent. This study examines the influence of work-life balance, job flexibility, work environment, and organizational commitment on turnover intention among Generation Z employees in Jakarta’s creative sector. Using a quantitative associative approach, data were collected through an online survey involving 198 purposively selected respondents based on age criteria and a minimum of six months of tenure. The data were analyzed using Partial Least Squares - Structural Equation Modeling (PLS-SEM) with SmartPLS 3.0. The findings reveal that all four variables significantly affect turnover intention. Organizational commitment emerged as the strongest negative predictor, followed by work environment and job flexibility. Work-life balance also had a negative influence, albeit to a lesser extent. These results highlight the importance of organizational strategies that align with Generation Z’s values, particularly in promoting flexibility and work-life harmony. The study offers both theoretical insights and practical implications for HR management in the creative industry. Future research is recommended to expand the geographic scope and incorporate psychological dimensions such as intrinsic motivation or perceived organizational justice.

References: 135 (1977-2025)

Keywords: Generation Z, turnover intention, work-life balance, work flexibility, organizational commitment, creative industry.