

ABSTRAK

Penelitian dengan judul “Peran Dukungan Organisasi, Lingkungan Kerja, dan Keterikatan Karyawan terhadap Kepuasan Kerja Generasi Z di Yogyakarta” menggunakan penelitian deskriptif dan kausalitas dengan pendekatan kuantitatif. Penelitian ini bertujuan untuk mengetahui: (1) Peran dukungan organisasi, (2) Peran lingkungan kerja, (3) Peran keterikatan kerja terhadap kepuasan kerja karyawan Generasi Z di Yogyakarta, dan (4) Perbedaan kepuasan kerja Generasi Z laki-laki dan perempuan di Yogyakarta. Penelitian ini dilakukan pada bulan November 2024 sampai Januari 2025 yang berlokasi di Kota Yogyakarta. Populasi pada penelitian ini adalah Generasi Z yang bekerja di Yogyakarta dengan sampel penelitian sebanyak 100 orang dengan teknik *purposive sampling*. Teknik pengumpulan data menggunakan kuesioner sebanyak 23 *item* yang sudah diuji validitas dan reliabilitasnya. Teknik analisis data menggunakan analisis deskriptif, analisis regresi linear berganda, dan uji beda. Hasil penelitian menunjukkan bahwa: (1) Dukungan Organisasi tidak berpengaruh secara positif terhadap Kepuasan Kerja Generasi Z di Yogyakarta, (2) Lingkungan Kerja berpengaruh secara positif terhadap Kepuasan Kerja Generasi Z di Yogyakarta, (3) Keterikatan Karyawan berpengaruh secara positif terhadap Kepuasan Kerja Generasi Z di Yogyakarta, dan (4) Terdapat perbedaan Kepuasan Kerja Generasi Z antara laki-laki dan perempuan di Yogyakarta.

Kata kunci: Kepuasan Kerja, Pekerja, Generasi Z, Yogyakarta

ABSTRACT

The research titled "The Role of Organizational Support, Work Environment, and Employee Engagement on Job Satisfaction of Generation Z in Yogyakarta" uses descriptive and causality research with quantitative approach. The goal of this study is to explore: (1) The role of organizational support, (2) The role of work environment, (3) The role of employee engagement on job satisfaction of Generation Z employees in Yogyakarta, and (4) The differences in job satisfaction between male and female Generation Z employees in Yogyakarta. The study was conducted from November 2024 to January 2025 in Yogyakarta. The population of this study includes Generation Z employees working in Yogyakarta, with a sample of 100 participants selected using purposive sampling. Data was collected using a 23-item questionnaire that has been tested for validity and reliability. Data analysis included descriptive analysis, multiple linear regression, and difference tests. The results show that: (1) Organizational Support does not have a positive effect on Job Satisfaction of Generation Z in Yogyakarta, (2) Work Environment has a positive effect on Job Satisfaction of Generation Z in Yogyakarta, (3) Employee Engagement has a positive effect on Job Satisfaction of Generation Z in Yogyakarta, and (4) There is a difference in Job Satisfaction between male and female Generation Z employees in Yogyakarta.

Keywords: Job Satisfaction, Employees, Generation Z, Yogyakarta