

Abstrak

Industri kreatif yang terus berkembang turut membuat agensi kreatif menjadi salah satu bidang kerja yang semakin banyak dijumpai. Dalam kesehariannya, karyawan agensi kreatif perlu mengikuti kebutuhan klien yang dapat berubah, mengembangkan ide, serta menyelesaikan pekerjaan sesuai tenggat waktu. Berbagai kondisi tersebut menjadi bagian dari pengalaman karyawan dalam menjalankan pekerjaannya dan berkaitan dengan keterlibatan karyawan dalam bekerja. Penelitian ini bertujuan untuk mengetahui peran *job crafting* dan *perceived organizational support* sebagai prediktor *work engagement* pada karyawan PT Agensi Kreatif X. Penelitian ini menggunakan pendekatan kuantitatif dengan melibatkan 54 responden melalui teknik *total sampling*. Data dikumpulkan menggunakan kuesioner dan dianalisis menggunakan regresi linear berganda. Hasil menunjukkan bahwa *job crafting* dan *perceived organizational support* secara simultan merupakan prediktor signifikan terhadap *work engagement* ($F = 31,225$; $R^2 = 0,550$; $p < 0,001$). Secara parsial, *job crafting* ($\beta = 0,596$; $p < 0,001$) dan *perceived organizational support* ($\beta = 0,245$; $p = 0,025$) juga merupakan prediktor signifikan.

Kata Kunci : *Job Crafting, Perceived Organizational Support, Work Engagement.*

Abstract

The creative industry, which continues to grow, has also made creative agencies one of the increasingly common fields of work. In their daily work, employees in creative agencies need to follow changing client needs, develop ideas, and complete tasks according to deadlines. These conditions are part of employees' experiences in carrying out their work and are related to their engagement in their work. This study aims to determine the role of job crafting and perceived organizational support as predictors of work engagement among employees of PT Agensi Kreatif X. This study used a quantitative approach involving 54 respondents through total sampling. Data were collected using questionnaires and analyzed using multiple linear regression. The results showed that job crafting and perceived organizational support were simultaneously significant predictors of work engagement ($F = 31.225$; $R^2 = 0.550$; $p < 0.001$). Partially, job crafting ($\beta = 0.596$; $p < 0.001$) and perceived organizational support ($\beta = 0.245$; $p = 0.025$) were also significant predictors.

Keywords: *Job Crafting, Perceived Organizational Support, Work Engagement.*

