

Abstrak

Dinamika industri ritel dan kreatif yang bergerak cepat menuntut karyawan menghadapi beban target penjualan serta ketidakpastian pasar secara konstan, sehingga berisiko memicu stres kerja dan kelelahan emosional. Kondisi ini menempatkan resiliensi sebagai kapasitas psikologis vital yang membutuhkan penopang internal, salah satunya melalui penghayatan nilai keberagamaan. Penelitian kuantitatif korelasional ini bertujuan menguji pengaruh religiusitas terhadap resiliensi pada karyawan Footstep Footwear. Menggunakan teknik sensus ($N = 40$) yang terdiri dari 20 orang laki – laki (50%) dan 20 orang perempuan (50%), data dikumpulkan melalui Skala Religiusitas berkonteks Islam Amalia (13 item valid; $\alpha = 0,812$) berbasis dimensi Glock dan Stark, serta Skala Resiliensi Reivich dan Shatté (32 item valid; $\alpha = 0,938$). Data dianalisis menggunakan uji analisis regresi linear sederhana menghasilkan persamaan $Y = 52,822 + 1,218X$ dengan nilai $F = 14,310$ ($p < 0,001$) dan koefisien determinasi (R^2) sebesar 0,274. Temuan ini membuktikan bahwa religiusitas berpengaruh positif dan signifikan terhadap resiliensi, memberikan kontribusi efektif sebesar 27,4% dalam membangun ketangguhan mental karyawan di lingkungan kerja.

Kata Kunci : Karyawan Ritel, Religiusitas, Resiliensi Psikologis.

Abstract

The fast-paced dynamics of the retail and creative industries demand employees to constantly navigate sales targets and market uncertainty, posing risks of work stress and emotional exhaustion. This condition establishes resilience as a vital psychological capacity requiring internal reinforcement, particularly through religious conviction. This quantitative correlational study aimed to empirically examine the effect of religiosity on resilience among employees at Footstep Footwear. Employing a census sampling technique ($N = 40$) comprising 20 male employees (50%) and 20 female employees (50%), data were collected using Amalia's Islamic-context Religiosity Scale (13 valid items; $\alpha = 0.812$) based on Glock and Stark's dimensions, alongside Reivich and Shatté's Resilience Scale (32 valid items; $\alpha = 0.938$). Data were analyzed using simple linear regression analysis yielded the equation $Y = 52.822 + 1.218X$, with an F -value of 14.310 ($p < 0.001$) and a coefficient of determination (R^2) of 0.274. These findings demonstrate that religiosity exerts a positive and significant effect on resilience, contributing an effective 27.4% to building psychological fortitude among employees in the workplace.

Keywords: Psychological Resilience, Religiosity, Retail Employees.