

PENGARUH *JOB INSECURITY* TERHADAP *INNOVATIVE WORK BEHAVIOR* DENGAN *WORK ENGAGEMENT* SEBAGAI VARIABEL INTERVENING PADA KARYAWAN PERUSAHAAN MEDIA TELEVISI DI DAERAH ISTIMEWA YOGYAKARTA

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh *job insecurity* terhadap *innovative work behavior* dengan *work engagement* sebagai variabel intervening pada karyawan Perusahaan Media Televisi di Daerah Istimewa Yogyakarta. Teknik pengambilan sampel yang digunakan adalah *purposive sampling* dengan jumlah 100 responden. Teknik pengumpulan data menggunakan kuesioner secara langsung yang telah diuji validitas dan reliabilitas. Uji yang digunakan dalam penelitian ini adalah analisis deskriptif, uji instrumen (uji validitas dan uji reliabilitas), uji asumsi klasik (uji normalitas, uji linearitas dan uji heteroskedastisitas), koefisien determinasi, uji hipotesis (uji t) dan analisis jalur. Hasil penelitian menunjukkan bahwa, *job insecurity* berpengaruh positif dan signifikan terhadap *innovative work behavior*, *job insecurity* berpengaruh positif dan signifikan terhadap *work engagement*, *work engagement* berpengaruh positif dan signifikan terhadap *innovative work behavior*, dan *work engagement* memediasi secara parsial hubungan antara *job insecurity* dan *innovative work behavior*.

Kata Kunci: *Job Insecurity, Innovative Work Behavior, Work Engagement*

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***THE EFFECT OF JOB INSECURITY ON INNOVATIVE WORK
BEHAVIOR WITH WORK ENGAGEMENT AS INTERVENING VARIABLE
IN TELEVISION MEDIA COMPANY EMPLOYEES
IN THE SPECIAL REGION OF YOGYAKARTA***

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Abstract

This study aimed to analyze the effect of job insecurity on innovative work behavior using work engagement as an intervening variable for the staffs of Television Media Companies in Special Region of Yogyakarta. The sampling technique used was purposive sampling with total of 100 respondents. The collection technique using direct questionnaire method that has been tested for validity and reliability. The tests used in this study were descriptive analysis, instrument tests (validity and reliability tests), classic assumption tests (normality test, linearity test and heteroscedasticity test), coefficient of determination, hypothesis testing (t test), and path analysis. The results showed that job insecurity had positive and significant effect on innovative work behavior, Job insecurity had positive and significant effect on work engagement, work engagement had positive and significant effect on innovative work behavior, and work engagement partially mediated the relationship between job insecurity and innovative work behavior.

Keyword: *Job Insecurity, Innovative Work Behavior, Work Engagement*