

HUBUNGAN ANTARA *SENSE OF BELONGING* DENGAN KETERIKATAN KERJA KARYAWAN DI PURNAMA TOSERBA DAN SWALAYAN BANTUL

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ABSTRAK

Purnama Toserba dan Swalayan Bantul mengalami turnover karyawan yang cukup tinggi serta masih ada karyawan yang tidak mempedulikan pekerjaannya. Penelitian ini bertujuan untuk mengetahui hubungan antara sense of belonging dengan keterikatan kerja karyawan di Purnama Toserba dan Swalayan Bantul. Metode penelitian adalah deskriptif kuantitatif. Teknik pengumpulan data keterikatan kerja pada karyawan mengacu pada teori dari Schaufelidan Bakker (2004) yaitu: semangat (vigor), dedikasi (dedication), dan penghayatan (absorption), skala sense of belonging menggunakan skala modifikasi Sense of Belonging Instrument (SoBI) yang dikembangkan dari teori Hagerty dan Patuskly (1995), skala ini digunakan untuk mengukur aspek value involvement dan aspek fit. Sampel berjumlah 100 karyawan di Purnama Toserba dan Swalayan Bantul. Pengambilan subjek menggunakan purposive sampling. Hasil penelitian bahwa Sense of belonging karyawan di Purnama Toserba dan Swalayan Bantul berada pada kategori “sedang” sebesar 67,19% (43 orang). Keterikatan kerja karyawan di Purnama Toserba dan Swalayan Bantul berada pada kategori “sedang” sebesar 75,56% (49 orang). Terdapat hubungan yang positif antara sense of belonging dengan keterikatan kerja karyawan di Purnama Toserba dan Swalayan Bantul dengan nilai signifikansi $0,008 < 0,05$. Artinya semakin tinggi sense of belonging yang dimiliki karyawan, maka akan semakin tinggi keterikatan kerja karyawan. Sumbangan sense of belonging terhadap keterikatan kerja karyawan di Purnama Toserba dan Swalayan Bantul sebesar 10,90%, dimana aspek valued involvement adalah aspek yang paling berkontribusi terhadap keterikatan kerja karyawan di Purnama Toserba dan Swalayan Bantul.

Kata kunci: *Keterikatan kerja, Karyawan, Sense of Belonging.*

THE RELATIONSHIP BETWEEN SENSE OF BELONGING AND EMPLOYEE ENGAGEMENT IN PURNAMA TOSERBA AND SUPERMARKETS BANTUL

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ABSTRACT

Purnama Department Stores and Supermarkets Bantul experienced quite high employee turnover and there were still employees who didn't care about their jobs. This study aims to determine the relationship between sense of belonging and employee engagement at Purnama Toserba and Supermarkets Bantul. This study uses a quantitative descriptive method. The technique of collecting data on employee engagement refers to the theory of Schaufelid and Bakker (2004), namely: vigor, dedication, and absorption. The sense of belonging scale uses a modified Sense of Belonging Instrument (SoBI) scale which was developed from the theory of Hagerty and Patusky (1995), this scale is used to measure aspects of value involvement and aspects of fit. The sample is 100 employees at Purnama Department Store and Bantul Supermarket. Taking the subject using purposive sampling. The results showed that the Sense of belonging of employees at the Purnama Department Store and Bantul Supermarkets were in the "moderate" category of 67.19% (43 people). Employee engagement at Purnama Department Store and Bantul Supermarkets is in the "moderate" category of 75.56% (49 people). There is a positive relationship between sense of belonging and employee engagement at Purnama Toserba and Supermarkets Bantul with a significance value of $0.008 < 0.05$. This means that the higher the employee's sense of belonging, the higher the employee's work engagement. The contribution of sense of belonging to employee work engagement at Purnama Toserba and Supermarkets Bantul was 10.90%, where the aspect of valued involvement was the aspect that most contributed to employee engagement at Purnama Toserba and Supermarkets Bantul.

Keywords: *Employee, Sense of belonging, Work engagement.*