

PENGARUH *TALENT MANAGEMENT* TERHADAP *WORKFORCE AGILITY* YANG DIMEDIASI *JOB SATISFACTION* PADA KARYAWAN GENERASI Z DI WILAYAH DAERAH ISTIMEWA YOGYAKARTA

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Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh pengaruh *talent management* terhadap *workforce agility* yang dimediasi *job satisfaction* pada karyawan generasi Z di wilayah Daerah Istimewa Yogyakarta. Penelitian dilakukan dengan pendekatan kuantitatif menggunakan kuesioner sebagai metode pengambilan data primer. Subjek dalam penelitian ini berjumlah 100 sampel dengan responden berusia 13-25 tahun yang bekerja di wilayah Daerah Istimewa Yogyakarta menggunakan teknik *purposive sampling*. Dengan kriteria sampel difokuskan pada responden generasi Z yang memiliki masa kerja minimal 2 (dua) tahun. Metode analisis menggunakan SEM PLS dengan *software SmartPLS 4.0*. Hasil menunjukkan bahwa *talent management* berpengaruh positif dan signifikan terhadap *job satisfaction*, *job satisfaction* berpengaruh positif dan signifikan terhadap *workforce agility*, *talent management* berpengaruh positif dan signifikan terhadap *workforce agility* dan *talent management* berpengaruh positif dan signifikan terhadap *workforce agility* melalui *job satisfaction*. Saran untuk penelitian selanjutnya dapat menambah variabel lain yang relevan berpotensi mempengaruhi *job satisfaction* dan *workforce agility* agar model mampu menjelaskan fenomena dan variabilitas variabel dependen dengan lebih baik.

Kata Kunci: *Talent Management, Job Satisfaction, Workforce Agility*

2024/12/25


**THE EFFECT OF TALENT MANAGEMENT ON WORKFORCE AGILITY
MEDIATED BY JOB SATISFACTION ON GENERATION Z EMPLOYEES
IN THE SPECIAL REGION OF YOGYAKARTA**

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Abstract

This study aims to determine the effect of talent management on workforce agility mediated by job satisfaction on generation Z employees in the Special Region of Yogyakarta. The study was conducted with a quantitative approach using a questionnaire as the primary data collection method. The subjects in this study amounted to 100 samples with respondents aged 13-25 years who work in the Special Region of Yogyakarta. Subjects were determined using a purposive sampling technique with sample criteria focused on generation Z respondents who have a minimum work period of 2 (two) years. The analysis method used SEM PLS with SmartPLS 4.0 software. The results show that talent management has a positive and significant effect on job satisfaction, job satisfaction has a positive and significant effect on workforce agility, talent management has a positive and significant effect on workforce agility and talent management has a positive and significant effect on workforce agility through job satisfaction. Suggestions for further research can add other relevant variables that have the potential to influence job satisfaction and workforce agility so that the model can better explain the phenomena and variability of the dependent variable.

Keywords: Talent Management, Job Satisfaction, Workforce Agility