

## **ABSTRACT**

### **THE EFFECT OF JOB CRAFTING AND WORK-LIFE BALANCE ON WORK ENGAGEMENT**

**(Research on Sales Asisstants in the Fashion Section of Plaza Asia Tasikmalaya)**

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Guide I : Ane Kurniawati

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*The purpose of this study is to determine and analyze the effect of job crafting and work-life balance on the work engagement of sales assistants in the fashion section at Plaza Asia Tasikmalaya. A quantitative research approach was used with a survey method. The sampling technique used was a saturated sample or census, in which the entire population of 50 sales assistants in the fashion section at Plaza Asia Tasikmalaya were used as respondents. Data collection was conducted through a structured questionnaire with a Likert scale that had been tested for validity and reliability. The analysis tool used was multiple linear regression analysis. The results showed that job crafting had a positive and significant effect on work engagement, work-life balance had a positive and significant effect on work engagement, job crafting and work engagement had a positive and significant effect on work engagement. These findings indicate that the ability of sales assistants to adapt and shape their work and maintain a balance between work demands and personal life plays a role in increasing the work engagement of sales assistants in the fashion section at Plaza Asia Tasikmalaya.*

*Keywords : job crafting, work-life balance, work engagement*

## ABSTRAK

### **PENGARUH *JOB CRAFTING* DAN *WORK-LIFE BALANCE* TERHADAP *WORK ENGAGEMENT* (Penelitian Terhadap Pramuniaga Bagian *Fashion* Plaza Asia Tasikmalaya)**

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Tujuan dari penelitian ini untuk mengetahui dan menganalisis pengaruh *job crafting* dan *work-life balance* terhadap *work engagement* pramuniaga bagian *fashion* Plaza Asia Tasikmalaya. Pendekatan penelitian yang digunakan adalah kuantitatif dengan metode survei. Teknik pengambilan sampel menggunakan sampel jenuh atau sensus, di mana seluruh populasi pramuniaga bagian *fashion* Plaza Asia Tasikmalaya sebanyak 50 orang dijadikan responden. Pengumpulan data dilakukan melalui kuesioner terstruktur dengan skala Likert yang telah diuji validitas dan reliabilitas. Alat analisis yang digunakan adalah analisis regresi linear berganda. Hasil penelitian menunjukkan bahwa *job crafting* berpengaruh positif dan signifikan terhadap *work engagement*, *work-life balance* berpengaruh positif dan signifikan terhadap *work engagement*, *job crafting* dan *work engagement* berpengaruh positif dan signifikan terhadap *work engagement*. Temuan ini mengindikasikan bahwa kemampuan pramuniaga dalam menyesuaikan dan membentuk pekerjaannya serta menjaga keseimbangan antara tuntutan pekerjaan dan kehidupan pribadi berperan dalam meningkatkan *work engagement* pramuniaga bagian *fashion* Plaza Asia Tasikmalaya.

Kata kunci: *job crafting*, *work-life balance*, *work engagement*