

ABSTRACT

THE EFFECT OF PERCEIVED ORGANIZATIONAL SUPPORT AND JOB ENJOYMENT ON JOB-HOPPING INTENTION

(Survey of Generation Z Fashion TikTokShop Host Live in Tasikmalaya City)

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The purpose of this study is to determine and analyze the effect of perceived organizational support and job enjoyment on job hopping intention among Generation Z fashion TikTokShop hosts in Tasikmalaya. The research method used is a survey method with a descriptive quantitative approach, while the sampling technique uses purposive sampling with 97 respondents. The data collection technique used was primary data collected through a questionnaire distributed via Google Forms. The analysis tool used was path analysis. The results of the study indicate that: (1) perceived organizational support has a positive effect on job hopping intention, (2) job enjoyment has a positive effect on job hopping intention, and (3) perceived organizational support and job enjoyment have a effect on job hopping intention.

Keywords: perceived organizational support, job enjoyment, job hopping intention

ABSTRAK

PENGARUH *PERCEIVED ORGANIZATIONAL SUPPORT* DAN *JOB ENJOYMENT* TERHADAP *JOB HOPPING INTENTION*

(Survei pada *Host Live TikTokShop* bidang *Fashion* Generasi Z di Kota Tasikmalaya)

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Tujuan penelitian ini untuk mengetahui dan menganalisis pengaruh *perceived organizational support* dan *job enjoyment* terhadap *job hopping intention* pada *host live tiktokshop* bidang *fashion* generasi z di kota tasikmalaya. Metode penelitian yang digunakan adalah metode survei dengan pendekatan kuantitatif deskriptif, sedangkan teknik pengambilan sampel menggunakan *purposive sampling* dengan jumlah responden 97 orang. Teknik pengumpulan data yang digunakan adalah data primer dilakukan melalui penyebaran kuesioner melalui *google form*. Alat analisis menggunakan analisis jalur. Hasil penelitian menunjukkan bahwa: (1) *perceived organizational support* berpengaruh positif terhadap *job hopping intention*, (2) *job enjoyment* berpengaruh positif terhadap *job hopping intention* dan; (3) *perceived organizational support* dan *job enjoyment* berpengaruh terhadap *job hopping intention*.

Kata kunci: *perceived organizational support, job enjoyment, job hopping intention*