

ABSTRAK

PENGARUH *RIGHT TO DISCONNECT* DAN *QUIET QUITTING* TERHADAP PRODUKTIVITAS KERJA KARYAWAN GENERASI Z DENGAN *EMPLOYEE ENGAGEMENT* SEBAGAI VARIABEL MEDIASI (Studi pada Karyawan Plaza Asia Tasikmalaya)

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Penelitian ini dilakukan dengan tujuan untuk menguji dan menganalisis pengaruh *right to disconnect* dan *quiet quitting* terhadap produktivitas kerja melalui *employee engagement* sebagai variabel mediasi pada karyawan Generasi Z di Plaza Asia Tasikmalaya. Metode penelitian yang digunakan adalah metode survei dengan pendekatan kuantitatif. Data primer digunakan dalam penelitian ini melalui penyebaran kuesioner kepada 250 responden yang dipilih menggunakan teknik *purposive sampling* untuk memastikan representasi sebaran data penelitian. Analisis data pada penelitian ini dilakukan dengan menggunakan *Structural Equation Modeling* (SEM) berbasis *Partial Least Square* (PLS). Temuan penelitian ini menunjukkan bahwa *right to disconnect* dan *quiet quitting* berpengaruh terhadap *employee engagement*. Selanjutnya, *employee engagement* terbukti berpengaruh terhadap produktivitas kerja. Selain itu, *right to disconnect* dan *quiet quitting* terbukti berpengaruh secara langsung terhadap produktivitas kerja. Temuan lain menunjukkan bahwa *employee engagement* secara signifikan bertindak sebagai variabel mediasi yang menjembatani pengaruh *right to disconnect* dan *quiet quitting* terhadap produktivitas kerja karyawan Generasi Z.

Kata kunci: *right to disconnect*, *quiet quitting*, *employee engagement*, produktivitas kerja, Generasi Z.

ABSTRACT

THE INFLUENCE OF THE RIGHT TO DISCONNECT AND QUIET QUITTING ON THE WORK PRODUCTIVITY OF GENERATION Z EMPLOYEES WITH EMPLOYEE ENGAGEMENT AS A MEDIATING VARIABLE

(A Study on Employees of Plaza Asia Tasikmalaya)

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This study aims to examine and analyze the influence of the right to disconnect and quiet quitting on work productivity through employee engagement as a mediating variable among Generation Z employees at Plaza Asia Tasikmalaya. The research method employed is a survey method with a quantitative approach. Primary data were utilized in this study by distributing questionnaires to 250 respondents selected via a purposive sampling technique to ensure the representation of the research data distribution. Data analysis in this study was conducted using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS). The findings of this study indicate that the right to disconnect and quiet quitting influence employee engagement. Furthermore, employee engagement is proven to have an effect on work productivity. In addition, the right to disconnect and quiet quitting are shown to have a direct effect on work productivity. Another finding demonstrates that employee engagement significantly acts as a mediating variable that bridges the influence of the right to disconnect and quiet quitting on the work productivity of Generation Z employees.

Keywords: *right to disconnect, quiet quitting, employee engagement, work productivity.*