

ABSTRAK

Tujuan penelitian ini adalah untuk mengetahui pengaruh *job demands* dan *job resources* terhadap keterikatan karyawan melalui *stress coping* sebagai variabel mediasi pada PT. Mitra Pedagang Indonesia. Sampel penelitian diambil dari karyawan PT. Mitra Pedagang Indonesia pada divisi *sales/canvasser* sebanyak 110 responden dengan menggunakan metode *purposive sampling*. Data dikumpulkan melalui penyebaran kuesioner kepada karyawan yang memenuhi kriteria penelitian. Teknik analisis data yang digunakan adalah analisis jalur (*path analysis*), analisis *outer model*, analisis *inner model*, dan uji hipotesis dengan bantuan perangkat lunak SmartPLS. Hasil penelitian ini menunjukkan bahwa *job demands* dan *job resources* berpengaruh terhadap keterikatan karyawan melalui *stress coping*. Secara parsial, *job demands* berpengaruh positif dan signifikan terhadap keterikatan karyawan, begitu pula dengan *job resources* yang berpengaruh positif dan signifikan terhadap keterikatan karyawan. Selanjutnya, baik *job demands* maupun *job resources* terbukti memiliki pengaruh positif dan signifikan terhadap kemampuan *stress coping* karyawan. Kemampuan *stress coping* itu sendiri juga berpengaruh positif dan signifikan dalam meningkatkan keterikatan karyawan. Melalui uji pengaruh tidak langsung, ditemukan bahwa *stress coping* secara signifikan bertindak sebagai variabel mediasi yang menjembatani hubungan antara *job demands* dengan keterikatan karyawan, serta hubungan antara *job resources* dengan keterikatan karyawan. Dengan demikian, kemampuan karyawan dalam melakukan *stress coping* berperan penting dalam meningkatkan keterikatan karyawan di PT. Mitra Pedagang Indonesia.

Kata kunci: *job demands*, *job resources*, *stress coping*, keterikatan karyawan.

ABSTRACT

The purpose of this study was to determine the effect of job demands and job resources on employee engagement through stress coping as a mediating variable at PT. Mitra Pedagang Indonesia. The research sample was taken from 110 employees of PT. Mitra Pedagang Indonesia in the sales/canvasser division using a purposive sampling method. Data were collected by distributing questionnaires to employees who met the research criteria. The data analysis techniques used were path analysis, outer model analysis, inner model analysis, and hypothesis testing using SmartPLS software. The results of this study indicate that job demands and job resources influence employee engagement through stress coping. Partially, job demands have a positive and significant effect on employee engagement, while job resources also have a positive and significant effect on employee engagement. Furthermore, both job demands and job resources have been shown to have a positive and significant effect on employee stress coping. Stress coping itself also has a positive and significant effect on increasing employee engagement. Through the indirect effect test, it was found that stress coping significantly acts as a mediating variable, bridging the relationship between job demands and employee engagement, as well as the relationship between job resources and employee engagement. Thus, employees' ability to cope with stress plays a crucial role in enhancing employee engagement at PT. Mitra Pedagang Indonesia.

Keywords: *job demands, job resources, stress coping, employee engagement.*