ABSTRACT

Digital transformation has changed the dynamics of the workplace and increased various job demands, particularly in the creative industry sector, which requires a high degree of creativity, innovation, and adaptability. These conditions have the potential to increase the risk of burnout, especially among Generation Z workers, who dominate the current labor market. Burnout is a critical issue as it can have negative impacts on both individuals and organizations. Therefore, factors capable of mitigating the negative effects of job demands on burnout are needed, one of which is self-efficacy.

This study aims to examine the influence of job demands on burnout and to analyze the role of self-efficacy as a moderating variable among Generation Z workers in the creative industry sector in Semarang City. This study employs a quantitative approach using purposive sampling. The study sample consisted of 130 respondents, who were Generation Z workers aged 18–28 years in the architecture, visual communication design, photography, and content creation subsectors in Semarang City. Data were collected via a questionnaire using a Likert scale. Data analysis was conducted using SEM-PLS with the assistance of SmartPLS 4.1.1.8.

The results of the study indicate that job demands have a positive and significant effect on burnout among Generation Z workers in the creative industry. The higher the job demands perceived by workers, the higher the level of burnout they experience. However, the findings show that self-efficacy does not act as a moderating variable between job demands and burnout.

Keywords: job demands, burnout, self-efficacy, Generation Z, creative industry.

SEMARANG

FEB UNDIP