

HUBUNGAN *PERCEIVED SUPERVISOR SUPPORT* DENGAN *JOB CRAFTING* PADA TENAGA PENJUAL (*SALESPERSON*) DI PT BERDIKARI MOTOR JAYA KABUPATEN MAJALENGKA

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Abstrak

PT Berdikari Motor Jaya merupakan *dealer* resmi Honda terbesar di Kabupaten Majalengka yang selama tahun 2018-2020 mengalami penurunan penjualan. Perusahaan yang terkait dengan industri otomotif mengandalkan *salesperson* sebagai kunci dari kesuksesan perusahaan karena berhubungan langsung dengan konsumen. *Salesperson* di PT Berdikari Motor Jaya Kabupaten Majalengka menyebutkan bahwa mereka mengalami kesulitan dalam melakukan penjualan serta kesulitan mengatur tugas yang menumpuk. Selain itu, mereka juga mengalami ketidakpuasan terhadap dukungan supervisor. Penelitian ini bertujuan untuk mengetahui hubungan antara *perceived supervisor support* dengan *job crafting* pada tenaga penjual (*salesperson*) di PT. Berdikari Motor Jaya Kabupaten Majalengka. Populasi pada penelitian ini adalah *salesperson* di PT. Berdikari Motor Jaya Kabupaten Majalengka sebanyak 97 *salesperson*. Sampel dalam penelitian sebanyak 97 *salesperson* (40,2% perempuan). Alat ukur yang digunakan yaitu Skala *Perceived Supervisor Support* (32 aitem, $\alpha = 0,98$) dan Skala *Job Crafting* (31 aitem, $\alpha = 0,96$). Hasil analisis regresi sederhana menunjukkan koefisien korelasi $r_{xy} = 0,75$ dengan signifikansi $p = 0,00$ ($p < 0,05$) yang memberikan gambaran bahwa terdapat hubungan positif yang signifikan antara *perceived supervisor support* dengan *job crafting* pada tenaga penjual (*salesperson*) di PT. Berdikari Motor Jaya Kabupaten Majalengka. Artinya, semakin tinggi *perceived supervisor support*, maka semakin tinggi *job crafting*. Variabel *perceived supervisor support* memiliki koefisien determinasi sebesar 0,57, artinya *perceived supervisor support* memiliki sumbangan efektif sebesar 57% terhadap *job crafting* dan sisanya sebesar 43% ditentukan oleh variabel-variabel lain yang tidak diteliti pada penelitian ini

Kata kunci: *perceived supervisor support*, *job crafting*, *salesperson*

THE RELATIONSHIP BETWEEN PERCEIVED SUPERVISOR SUPPORT AND JOB CRAFTING AMONG SALESPERSON AT PT BERDIKARI MOTOR JAYA IN MAJALENGKA REGENCY

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Abstrak

PT Berdikari Motor Jaya is the largest authorized Honda dealer in the Majalengka Regency, which experienced a decline in sales from 2018 to 2020. Companies related to the automotive industry rely on salespersons as the key to their success because they have direct contact with consumers. Salespersons at PT Berdikari Motor Jaya in Majalengka Regency have reported difficulties in making sales and managing their overwhelming tasks. Additionally, they express dissatisfaction with supervisor support. This study aims to investigate the relationship between perceived supervisor support and job crafting among salespersons at PT. Berdikari Motor Jaya in Majalengka Regency. The population for this research consists of 97 salespersons at PT. Berdikari Motor Jaya in Majalengka Regency, of which 40.2% are female. The measurement tools used include the Perceived Supervisor Support Scale (32 items, $\alpha = 0.98$) and the Job Crafting Scale (31 items, $\alpha = 0.96$). The results of simple regression analysis indicate a correlation coefficient of $r_{xy} = 0.75$ with significance $p = 0.00$ ($p < 0.05$), indicating a significant positive relationship between perceived supervisor support and job crafting among salespersons at PT. Berdikari Motor Jaya in Majalengka Regency. In other words, higher perceived supervisor support is associated with higher levels of job crafting. The variable perceived supervisor support has a determination coefficient of 0.57, meaning that perceived supervisor support contributes effectively to 57% of job crafting, while the remaining 43% is determined by other variables not examined in this study.

Keywords: *perceived supervisor support, job crafting, salesperson*