

HUBUNGAN ANTARA PENGEMBANGAN KARIER DENGAN *WORK FAMILY CONFLICT* PADA KARYAWAN HOTEL NAUNGAN MANAJEMEN KEKANCAN GROUP DI KOTA SEMARANG

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ABSTRAK

Industri perhotelan merupakan sektor penting dalam mendukung pariwisata di Indonesia, tetapi lingkungan kerjanya yang penuh tuntutan dapat memunculkan tantangan bagi karyawan, termasuk *work family conflict*. Penelitian ini bertujuan untuk menganalisis hubungan antara pengembangan karier dan tingkat *work family conflict* pada karyawan hotel. Metode penelitian yang digunakan adalah kuantitatif dengan desain korelasional. Sampel terdiri dari 70 karyawan hotel di bawah naungan manajemen Kekancan Group di Kota Semarang. Pengumpulan data dilakukan menggunakan kuesioner. Alat ukur yang digunakan untuk mengukur pengembangan karier adalah skala yang disusun sesuai dengan komponen-komponen pengembangan karier dari Noe dkk. (2019), seperti *self-assesment*, *reality check*, *goal setting*, dan *action planning*. Sedangkan untuk skala *work family conflict* disusun berdasarkan dimensi-dimensi *work family conflict* yang dikemukakan oleh Greenhaus dan Beutell (1985), yaitu *time based conflict*, *strain based conflict*, dan *behavior based conflict*. Analisis data menggunakan uji Spearman Rho. Hasil penelitian menunjukkan terdapat hubungan positif yang signifikan antara pengembangan karier dan *work* ($r_s = 0.558$; $p < 0.001$). Temuan ini menunjukkan bahwa semakin tinggi fokus pada pengembangan karier, semakin tinggi pula konflik pekerjaan dan keluarga yang dirasakan karyawan. Hasil ini memberikan implikasi bagi organisasi untuk mengembangkan strategi guna membantu karyawan mengelola *work family conflict*, seperti kebijakan kerja fleksibel atau dukungan keseimbangan kerja-kehidupan.

Kata Kunci : pengembangan karier, *work family conflict*, karyawan hotel

THE RELATIONSHIP BETWEEN CAREER DEVELOPMENT AND WORK-FAMILY CONFLICT AMONG HOTEL EMPLOYEES UNDER KEKANCAN GROUP MANAGEMENT IN SEMARANG CITY

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ABSTRACT

The hospitality industry is a vital sector in supporting tourism in Indonesia; however, its demanding work environment can pose challenges for employees, including work-family conflict. This study aims to analyze the relationship between career development and the level of work-family conflict among hotel employees. The research employed a quantitative method with a correlational design. The sample consisted of 70 hotel employees under the management of Kekancan Group in Semarang City. Data collection was conducted using questionnaires. The measurement tool for career development was a scale developed based on the components of career development proposed by Noe et al. (2019), including self-assessment, reality check, goal setting, and action planning. Meanwhile, the work-family conflict scale was developed based on the dimensions of work-family conflict proposed by Greenhaus and Beutell (1985), namely time-based conflict, strain-based conflict, and behavior-based conflict. Data analysis was carried out using the Spearman Rho test. The results showed a significant positive relationship between career development and work-family conflict ($r_s = 0.558$; $p < 0.001$). These findings indicate that the higher the focus on career development, the higher the work-family conflict experienced by employees. The results have implications for organizations to develop strategies to help employees manage work-family conflict, such as flexible work policies or work-life balance support.

Keywords : *career development, work-family conflict, hotel employees*