

ABSTRACT

This study aims to analyze the effect of technostress on academic productivity by using proactive personality as a moderating variable. This study uses technostress as an independent variable, academic productivity as the dependent variable, and proactive personality as a moderating variable

The research was conducted on undergraduate students from class 2020-2021 in the Management study program, Faculty of Economics and Business, Diponegoro University, Semarang. The sample size was 87 students out of a total of 650 students using purposive sampling. This research method is quantitative. Data obtained from questionnaires were processed and analyzed using the SPSS program.

The results found that technostress had a negative and significant effect on academic productivity, while a proactive personality managed to moderate the relationship between technostress and academic productivity.

Keyword : technostress, academic productivity, proactive personality