

ABSTRACT

This study analyzes the effect of job crafting on intention to stay, with work engagement and meaningfulness in work as mediating variables, among Generation Y and Generation Z employees in start-up companies in Jakarta. The rapid technological advancements and shifting work environments have heightened job mobility among young professionals, increasing the need for organizations to retain talent effectively.

Using a quantitative research approach, this study collected data from 130 respondents working in Jakarta-based start-ups. The data were analyzed using Structural Equation Modeling (SEM) through AMOS software. The findings indicate that job crafting significantly influences employees' intention to stay. Additionally, work engagement and meaningfulness in work mediate this relationship, reinforcing the notion that employees who actively shape their job roles and find meaning in their work are more likely to remain with their organization.

These results provide practical implications for start-up companies to adopt job crafting strategies that enhance employee engagement and foster meaningful work experiences. By understanding the preferences and expectations of Generation Y and Z employees, organizations can improve workforce retention and sustain long-term growth.

Keywords: *Job Crafting, Intention to Stay, Work Engagement, Meaningfulness in Work, Generation Y, Generation Z, Start-Ups*