

ABSTRAKSI

Studi ini menguji pengaruh *supply-value fit* dimensi polikronik terhadap beberapa indeks *subjective well-being* yaitu *job satisfaction*, *self efficacy*, *psychological strain*, serta *positive and negative affect*. Selain itu, studi juga menguji peran *importance of time allocation* sebagai variabel moderasi. Penelitian menggunakan pendekatan kuantitatif dengan menggunakan sampel sebanyak 105 responden yang berprofesi sebagai *graphic designer*. Pengujian hipotesis dan analisis data dilakukan dengan teknik regresi linier berganda dan *Moderated Regression Analysis* dengan menggunakan *software* SPSS 23 untuk mengetahui hubungan antar variabel dan efek moderasi dari *importance of time allocation*.

Hasil penelitian ini menunjukkan bahwa terdapat pengaruh signifikan pada hubungan antara *supply-value fit* dimensi polikronik terhadap *job satisfaction*, *self efficacy*, *positive affect*, dan *negative affect*, sedangkan tidak terdapat pengaruh signifikan pada hubungan antara *supply-value fit* dengan *psychological strain*. Kemudian efek moderasi *importance of time allocation* terbukti hanya memoderasi hubungan antara *supply-value fit* dengan *negative affect* dan tidak terbukti memoderasi hubungan antara *supply-value fit* dengan *job satisfaction*, *self efficacy*, *psychological strain*, serta *positive affect*.

Kata kunci: *polychronicity*, *supply-value fit*, *job satisfaction*, *self efficacy*, *psychological strain*, *positive and negative affect*, *importance of time allocation*

ABSTRACT

This study examined the effect of supply-value fit on the polychronic dimension on several subjective well-being indices, namely job satisfaction, self efficacy, psychological strain, and positive and negative affect. In addition, the study also examined the role of importance of time allocation as a moderating variable. Research uses a quantitative approach using a sample of 105 respondents who work as graphic designers. Hypothesis testing and data analysis is done by multiple linear regression techniques and Moderated Regression Analysis using SPSS 23 software to determine the relationship between variables and moderation effects of importance of time allocation.

The results of this study indicate that there is a significant effect on the relationship between supply-value fit polychronic dimensions of job satisfaction, self efficacy, positive affect, and negative affect, whereas there is no significant influence on the relationship between supply-value fit and psychological strain. Then the moderating effect of importance of time allocation is proven to only modify the relationship between supply-value fit and negative affect and not be proven to moderate the relationship between job satisfaction, self efficacy, psychological strain, and positive affect.

Keywords: *polychronicity, supply-value fit, job satisfaction, self efficacy, psychological strain, positive and negative affect, importance of time allocation*