

## ABSTRAK

Devi Dwi Septian . (2025). Peran Motivasi Kerja Sebagai Mediasi Terhadap *Workload* dan *Quiet Quitting* Pada Konten Kreator Dan Afiliator Gen Z Kota Madiun. Skripsi. Program studi manajemen. Fakultas ekonomi dan bisnis. Universitas PGRI Madiun. Dosen Pembimbing: (I) Dr.Karuniawati Hasanah, S.E., M.M. (II) Robby Sandhi Dessyarti, S.E.,M.M.

Revolusi digital telah membawa dampak besar terhadap struktur dan dinamika dunia kerja global. Teknologi informasi dan komunikasi yang berkembang pesat memungkinkan terciptanya profesi baru yang sebelumnya tidak ada, seperti *content creator*, *streamer*, *influencer*, dan *affiliate marketer*. Penelitian ini bertujuan untuk mengetahui pengaruh *workload* dan motivasi kerja terhadap *quiet quitting*, pengaruh *workload* terhadap motivasi kerja, dan untuk mengetahui apakah motivasi kerja dapat memediasi pengaruh *workload* terhadap *quiet quitting* pada konten kreator dan afiliator Gen Z di Kota Madiun. Jenis penelitian ini yaitu kuantitatif. Jumlah sampel yang digunakan sebanyak 100 responden. Teknik pengambilan sampel yaitu *purposive sampling* dengan metode analisis *Partial Least Squares Structural Equation Modeling* (PLS-SEM).

Hasil penelitian menunjukkan bahwa: 1) Variabel *workload* berpengaruh secara positif dan signifikan terhadap motivasi kerja konten kreator dan afiliator, 2) variabel motivasi kerja berpengaruh secara positif dan signifikan terhadap *quiet quitting* konten kreator dan afiliator, 3) motivasi kerja mampu memediasi secara positif pengaruh *workload* terhadap *quiet quitting* konten kreator dan afiliator GEN Z Kota Madiun.

**Kata Kunci:** *workload*, motivasi kerja, *quiet quitting*.

## **ABSTRACT**

*Devi Dwi Septian. (2025). The Role of Work Motivation as a Mediator of Workload and Quiet Quitting Among Gen Z Content Creators and Affiliates in Madiun City. Thesis. Management Study Program. Faculty of Economics and Business. Universitas PGRI Madiun. Supervisor: (I) Dr. Karuniawati Hasanah, S.E., M.M. (II) Robby Sandhi Dessyarti, S.E., M.M.*

*The digital revolution has had a major impact on the structure and dynamics of the global workforce. Rapidly developing information and communication technology has enabled the creation of new professions that previously did not exist, such as content creators, streamers, influencers, and affiliate marketers. This study aims to determine the effect of workload and work motivation on quiet quitting, the effect of workload on work motivation, and to determine whether work motivation can mediate the effect of workload on quiet quitting among Gen Z content creators and affiliates in Madiun City. This study is quantitative. The sample size used is 100 respondents. The sampling technique used was purposive sampling with Partial Least Squares Structural Equation Modeling (PLS-SEM) analysis.*

*The results of the study indicate that: 1) workload has a positive and significant effect on work motivation among content creators and affiliates, 2) work motivation has a positive and significant effect on quiet quitting among content creators and affiliates, and 3) work motivation positively mediates the effect of workload on quiet quitting among Gen Z content creators and affiliates in Madiun City.*

**Keywords:** *workload, work motivation, quiet quitting*