

ABSTRACT

The Effect of Occupational Self-Efficacy on Organizational Commitment among Gen Z Employees in the F&B Industry

Sharel Giovana Putri¹⁾, Gita Widya Laksmini Soerjoatmodjo MA., M.Psi., Psikolog²⁾

¹⁾ Student of Psychology Department, Universitas Pembangunan Jaya

²⁾ Lecturer of Psychology Department, Universitas Pembangunan Jaya

The food and beverage (F&B) sector in Indonesia continues to grow rapidly and remains labor-intensive despite digital transformation. Generation Z (Gen Z), now the largest segment of the workforce, dominates this sector. However, concerns have emerged regarding their organizational commitment, with high turnover intentions often reported. One of the psychological factors that may influence organizational commitment is occupational self-efficacy, the belief in one's ability to carry out work tasks effectively. This study aims to examine the effect of occupational self-efficacy on organizational commitment, specifically its three components: affective, continuance, and normative commitment. The study involved 399 Gen Z respondents working in the F&B sector, selected through convenience sampling. Results from logistics regression analysis showed that occupational self-efficacy has a significant positive effect on both affective and continuance commitment, but a significant negative effect on normative commitment. This suggests that higher self-efficacy strengthens emotional attachment and calculated retention, yet may reduce moral obligation to stay. The findings reflect the complex psychological attachment Gen Z has with their organizations and emphasize the need to address work readiness and development.

Keywords: Food and Beverage, Gen Z, Organizational Commitment, Occupational Self-Efficacy

Libraries : 70

Publication Years : 1979-2025