

Sustainable HRM

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SUSTAINABLE HRM IN THE CASE OF REMOTE WORK IN INDONESIA MODERATED BY GENERATIONAL CHARACTERISTICS

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Purpose: The research aims to assess the sustainability of remote work through productivity, with a specific focus on how work-home interference and financial security influence productivity. It also explores the moderating role of generational characteristics (including Gen X, Millennials, and Gen Z) in these relationships. The study addresses the ongoing debate regarding the normalization of remote work post-COVID-19, considering its potential benefits and challenges..

Study design/methodology/approach: The methodology involves a quantitative study with remote workers in Indonesia from three generational cohorts. Data was collected using a 5-point Likert scale for independent and dependent variables, and an ordinal scale for the moderating variable (generational characteristics). The study uses PLS-SEM for data analysis.

Findings: The study concludes that both work-home interference and financial security are significant factors affecting productivity in remote work. Work-home interference negatively impacts productivity, while financial security has a positive effect. However, generational characteristics only moderate the relationship between work-home interference and productivity, not between financial security and productivity.

Originality/value: This research is novel in its approach of combining three distinct frameworks to explore the sustainability of remote work, particularly in the Indonesian context. It provides a unique perspective on how generational characteristics influence the relationship between remote work challenges (work-home interference and financial security) and productivity.

Research limitations/implications: The study is limited to the context of Indonesia and focuses solely on remote work without comparing it with traditional office settings. Future research could broaden the scope to include different countries, employ qualitative methodologies, and consider other moderating variables such as marital status or industry type. The findings of this study can guide companies in developing customized HR policies to cater to the varying needs and preferences of different generational groups in remote work arrangements.

Keywords: Generational Characteristics, Productivity, Remote Work, Financial Security, Work Home Interference

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