

ABSTRACT

Generation Z, who grew up in the digital age, is used to spending hours using the internet for various activities. Although this habit provides many benefits, it can have an impact on organizations, such as a decrease in productivity. When entering the workforce, technology-adaptive Generation Z is often faced with fierce competition and high workloads. The rapid development of technology makes the internet very important, according to the Association of Internet Service Providers (APJII) internet users in Indonesia reached 221.56 million people in 2024, with 34.4% of them coming from generation Z. This makes them more vulnerable to stress. This increases their likelihood of experiencing stress, which in turn impacts their behavior at work.

The purpose of this study is to examine the effect of workload on cyberloafing behavior with job stress as a mediating variable in generation Z employees in Garut City.

To review the research results, this study utilizes a quantitative approach and data collection with questionnaires distributed to generation Z workers in Garut City. The sampling technique applied was non-probability sampling along with purposive sampling as a sampling technique. The data obtained were analyzed using the SEM-PLS technique.

The findings of this study identified that workload has a significant impact on cyberloafing behavior; then workload has a significant impact on job stress, then job stress has a significant impact on cyberloafing behaviour, and workload has a significant impact on cyberloafing behaviour mediated by job stress.

The conclusion of this study shows that workload has a significant impact on cyberloafing behaviour mediated by job stress. The role of work stress in this study successfully mediates or has a mediating effect, it can be said that work stress helps the influence of workload on cyberloafing behavior in generation Z employees in Garut City.

Keywords: Generation Z, Workload, Cyberloafing Behavior, Job Stress