

## Pengaruh kompensasi dan penilaian kinerja terhadap Employee Engagement di PT. Asuransi Jasa Indonesia (Persero) Kantor Pusat

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### Abstrak

Fenomena krisis ekonomi dan fenomena brain drain (human capital flight) menjadi salah satu latar belakang yang memunculkan peran penting sumber daya manusia. Tidak hanya memegang peran administratif, namun telah bertransformasi sebagai human capital, orang yang ada dibelakang semua proses operasional perusahaan. Untuk mempertahankan human capital, diperlukan suatu engagement karyawan melalui praktek manajemen sdm, diantaranya kompensasi dan penilaian kinerja karyawan.

Penelitian ini bertujuan untuk mengetahui pengaruh Kompensasi dan Penilaian Kinerja terhadap Employee Engagement di lingkungan PT. Asuransi Jasa Indonesia (Persero) Kantor Pusat. Pengujian ini akan secara spesifik dilakukan terhadap masing-masing dimensi Kompensasi dan Penilaian Kinerja terhadap Employee Engagement melalui indikator Say, Stay dan Strive dari Hewitt.

Lokasi penelitian dilakukan di PT. Asuransi Jasa Indonesia (Persero) Kantor Pusat pada rentang waktu antara bulan Mei sampai dengan Juni 2012. Metodenya adalah kuantitatif eksplanasi, melibatkan 100 responden yang dipilih secara acak melalui kuesioner tertutup dengan menggunakan skala likert. Kuesioner telah di uji validitas dan reliabilitasnya dengan teknik KMO Measure of Sampling Adequanc, Bartlett's test of Sphericity, dan tehnik Cronbach Alpha. Sebelum dilakukan pengolahan data, data kuesioner yang merupakan data ordinal diubah terlebih dahulu menjadi data interval melalui metode succesive interval dengan microsoft excel 2007. Pengujian hipotesis menggunakan metode uji non parametrik dengan rumus Rank Spearman Correlation melalui teknik komputasi SPSS 13 for windows.

Hasil penelitian menunjukkan bahwa Kompensasi positif dan signifikan mempengaruhi Employee Engagement. Dimensi di dalam kompensasi yaitu Gaji, Insentif, Bonus, Asuransi Kesehatan, Cuti, Darmawisata, Manfaat pensiun, peluang promosi, dan pengakuan & penghargaan secarabersama-sama dan signifikan mempengaruhi Employee Engagement. Temuan selanjutnya adalah Penilaian Kinerja yang meliputi dimensi Keselarasan dengan visi dan misi, Kecermatan, Keterbukaan, Umpan Balik, Valid & obyektif, Keadilan mempengaruhi Employee Engagement.

Penelitian diharapkan dapat memperkaya hasil-hasil penelitian mengenai komitmen organisasi khususnya di sektor publik. Untuk Penelitian selanjutnya disarankan menggunakan metode eksploratif guna mengetahui secara mendalam faktor-faktor apa saja yang mempengaruhi Employee Engagement di PT. Asuransi Jasa Indonesia (Persero).

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The phenomenon of the economic crisis and brain drain (human capital flight) became one of the background that gave rise to an important role of human resources. Not only an administrative role, but has

been transformed as human capital, the person who is behind all the company's operational processes. To maintain the human capital, required an employee engagement through management practices tablespoon, including compensation and employee performance appraisals.

This study aims to determine the influence of Compensation and Performance Appraisals to Employee Engagement in the PT. Asuransi Jasa Indonesia (Persero) Head Office. This testing will specifically made to each dimension of Compensation and Performance Appraisals to Employee Engagement through indicators Say, Stay and Strive from Hewitt.

Location of research conducted at PT. Asuransi Jasa Indonesia (Persero) Head Office in the period between May to June 2012. This method use a quantitative explanation, involving 100 randomly selected respondents through a questionnaire using a Likert scale closed. The questionnaire has been in testing the validity and reliability with KMO Measure of Sampling techniques Adequanc, Bartlett's test of Sphericity, and Cronbach Alpha technique. Before data processing, data questionnaires are ordinal first converted the data into the data through the method of successive intervals interval with Microsoft Excel 2007. Hypothesis testing using non-parametric test method with Spearman Rank Correlation formula through computational techniques SPSS 13 for windows.

The results showed that the positive and significant influence Compensation Employee Engagement. Dimension in the compensation is salary, incentives, bonuses, health insurance, leave, excursions, retirement benefits, promotional opportunities, and recognition and awards secara bersama together and significantly affect the Employee Engagement. The findings further the Performance Assessment that includes the dimensions of alignment with the vision and mission, Diligence, Disclosure, Feedback, valid and objective, affecting Justice Employee Engagement.

The study is expected to enrich the results of research on organizational commitment, especially in the public sector. For further research is recommended to use exploratory methods to know in depth what factors are affecting the Employee Engagement in PT. Asuransi Jasa Indonesia (Persero).