

Analisis employee engagement berdasarkan faktor demografi studi kasus PT XYZ = Analysis of employee engagement based on demographic factors case study PT XYZ

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Abstrak

Penelitian dilakukan untuk mengetahui tingkat employee engagement berdasarkan faktor demografi di PT XYZ yang bergerak dibidang kontraktor pertambangan batubara. Instrumen survei yang digunakan adalah alat ukur Utrecht Work Engagement Scale (UWES). Data penelitian diambil dari 191 responden yang merupakan karyawan tetap. Analisis data menggunakan statistik deskriptif serta pengujian statistik yang meliputi t-test dan one way ANOVA. Hasil penelitian menunjukkan bahwa tingkat engagement karyawan PT XYZ berada dalam kategori sedang. Berdasarkan faktor demografi, hanya pada faktor gender tidak terdapat perbedaan tingkat employee engagement. Sedangkan pada faktor demografi lainnya, kelompok usia, masa kerja dan lokasi kantor terdapat perbedaan signifikan tingkat employee engagement. Penelitian ini juga memberikan saran kepada manajemen PT XYZ seperti membangun komunikasi yang baik dengan karyawan dan memperhatikan faktor demografi sebagai upaya peningkatan employee engagement.

.....This research is conducted to measure the employee engagement level based on demographic factor in PT XPZ a coal mining contractor company. The research using the Utrecht Work Engagement Scale (UWES) as the survey instrument. Research data taken from 191 respondents who are permanent employees of PT XYZ. Data analysis using descriptive statistis and also statistics test which includes t-test and of one-way ANOVA. The analysis of the level of employee engagement indicate that employees of PT XYZ has a level of engagement in the medium category. Based on demographic factors, only on gender factors that presented no differences in levels of employee engagement. whereas, significant differences of employees engagement rate appeared on other demographic factors, that based on age, tenure and office location factor. This research also provides advice to the management of PT XYZ as establishing good communication with employees and take into account the demographics of an effort to improve employee engagement.