

# Pengaruh kecerdasan emosional pemimpin dan komunikasi internal organisasi terhadap employee engagement pada BPJS ketenagakerjaan = The influence of leader s emotional intelligence and internal communication of organization on employee engagement in BPJS ketenagakerjaan

Izzati Zata Lini, author

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## Abstrak

Proses transformasi yang dilakukan dari Jamsostek ke BPJS Ketenagakerjaan menuntut adanya pemenuhan sumber daya manusia yang memiliki kualitas dan engagement yang tinggi. Penelitian ini membahas mengenai pengaruh Kecerdasan Emosional Pemimpin dan komunikasi internal organisasi terhadap employee engagement pada BPJS Ketenagakerjaan.

Penelitian ini menggunakan sub variabel kecerdasan emosional pemimpin sesuai dengan model kecerdasan emosional pemimpin dari Daniel Goleman yang terdiri dari 5 sub variabel: Self Awareness, Self Regulation, Motivation, Empathy, dan Social Skill. Sub variabel Komunikasi Internal Organisasi merujuk pada konsep yang dikembangkan Clappitt dan Downs, terdiri dari 6 sub variabel: Organizational Integration, Personal Feedback, Corporate Information, Communication Climate, Horizontal, Subordinate dan Supervisory Communication serta Media Quality. Sedangkan, sub variabel employee engagement merujuk pada model employee engagement yang dikembangkan oleh AON Hewwit yang terdiri dari 3 sub variabel: Say, Stay, dan Strive.

Dengan menggunakan pendekatan kuantitatif dan jenis penelitian eksplanatif, penelitian dilakukan di BPJS Ketenagakerjaan yang melibatkan sekitar 1006 responden dengan menggunakan convenience sampling. Pengumpulan data dilakukan melalui kuisioner penelitian skala likert dan didistribusikan secara online melalui google form. Pengujian hipotesis menggunakan metode regresi berganda. Hasil penelitian ini menunjukkan bahwa terdapat pengaruh positif dan signifikan antara variabel kecerdasan emosional pemimpin dan komunikasi internal organisasi terhadap employee engagement, baik secara simultan ataupun parsial.

*The transformation process from Jamsostek to BPJS Ketenagakerjaan requires the fulfillment of human resources with high quality and engagement. This research discusses the influence between Leader's Emotional Intelligence and Internal Communication of Organization on Employee Engagement in BPJS Ketenagakerjaan.*

This research uses 6 sub variable of leader's emotional intelligence according to leader's emotional intelligence model from Daniel Goleman which consist of 5 sub variable Self Awareness, Self Regulation, Motivation, Empathy, and Social Skill. Sub variable of internal communication of organization refers to the concept which developed by Clappitt and Downs, consisting of 6 sub variable Organizational Integration, Personal Feedback, Corporate Information, Communication Climate, Horizontal, Subordinate and Supervisory Communication and Media Quality. Meanwhile, sub variable of employee engagement refers to employee engagement model that developed by AON Hewwit, consisting of 3 sub variable Say, Stay, and Strive.

By using quantitative approach and explanatory research, the research was conducted at BPJS

Ketenagakerjaan involving 1006 respondents using convenience sampling. The Data is collected through questionnaire likert scale which distributed online by google form. Hypothesis testing is using multiple regression method. The results of this research showed that have the positive and significant effect between leader's emotional intelligence and internal communication of organization on employee engagement, partially and simultaneously.</i>