

## Pengaruh organizational identification, work-life conflict, work addiction terhadap work engagement pada pengemudi ojek online = The influence of organizational identification, work-life conflict, work addiction to work engagement for online transportation drivers

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20480019&lokasi=lokal>

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### Abstrak

Tesis ini menganalisis peran organizational identification, work-life conflict and work addiction terhadap work engagement pada pengemudi ojek online.

Penelitian ini merupakan penelitian kuantitatif dengan menggunakan metode survei dengan memberikan kuesioner dalam pertanyaan tertutup kepada 261 responden. Dalam mengolah data, penulis menggunakan perangkat lunak SPSS untuk menganalisa profil responden dan menggunakan lisrel untuk menguji model penelitian. Hasil dari penelitian ini menunjukkan organizational identification memiliki pengaruh positif signifikan terhadap work addiction, work-life conflict memiliki pengaruh negative signifikan terhadap work engagement, work addiction memiliki pengaruh positif signifikan terhadap work engagement. Untuk organizational identification memiliki pengaruh positif tetapi tidak signifikan terhadap work-life conflict.

The focus of this research are to analyze the effect of organizational identification, work-life conflict and work addiction toward work engagement. The study conducted by having drivers of online transportation servis. This research is quantitative research using survey method with questionnaire in enclosed questions to 261 respondents. To running data author using SPSS software to analyze the respondents profile and using Lisrel to analyze the research model. From this research, it is known organizational identification has a positive significant effect on work addiction, work-life conflict has a negative significant effect on work engagement and work addiction has a positive significant effect on work engagement. For organizational identifca8n to work-life conflict has a positive effect but not significant.