

Pengaruh diversity management terhadap employee engagement perusahaan manufaktur menggunakan structural equation modeling = The effect of diversity management on employee engagement in manufacturing industry using structural equation modeling

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Abstrak

Industri manufaktur memiliki daya serap terbesar ketiga dibandingkan sektor lainnya di Indonesia, membuat peran tenaga kerja menjadi penting bagi industri manufaktur. Salah satu indikator besarnya peran tenaga kerja adalah employee engagement yang dipengaruhi oleh beberapa hal, salah satunya yaitu diversity management. Sayangnya, keragaman dalam industri manufaktur di Indonesia masih tergolong rendah. Industri manufaktur masih didominasi oleh laki-laki dan jumlah pekerja disabilitas tergolong rendah dibandingkan sektor lainnya. Selain itu, masih terdapat diskriminasi suku, ras, dan etnis padahal Indonesia merupakan negara yang kaya akan hal-hal tersebut. Terdapat pula fenomena ageisme yaitu pemberian stigma dan diskriminasi dari kelompok yang lebih muda terhadap yang lebih tua maupun sebaliknya. PLS-SEM merupakan metode yang lazim digunakan dalam topik penelitian ini. Pada penelitian ini, terdapat 218 responden yang merupakan pekerja industri manufaktur di Kota Cilegon. Hasilnya yaitu age diversity management merupakan satu-satunya faktor yang memiliki pengaruh terhadap employee engagement. Selain itu, tidak ada perbedaan koefisien jalur yang signifikan antara kelompok laki-laki dan kelompok perempuan..... Manufacturing industry has the third largest absorption capacity compared to other sectors in Indonesia, making the role of labor important for the manufacturing industry. One indicator that can represent the role of labor is employee engagement which is influenced by several things, one of which is diversity management. Unfortunately, the diversity in the manufacturing industry in Indonesia is still relatively low. The manufacturing industry is still dominated by men and the number of disabled workers is low compared to other sectors. In addition, there is still ethnic, racial, and ethnic discrimination even though Indonesia is a country rich in these things. There is also the phenomenon of ageism, namely stigma and discrimination from the younger group towards the older group and vice versa. PLS-SEM is a method commonly used in this research topic. In this study, there were 218 respondents who were workers in the manufacturing industry in Cilegon City. The result is that age diversity management is the only factor that has an effect on employee engagement. In addition, there was no significant difference in path coefficients between the male and female groups.