

Pengaruh internal communication satisfaction, corporate culture, perceived organizational support, dan employer branding terhadap employee engagement (studi pada karyawan PT Biro Klasifikasi Indonesia (Persero)) = Effect of internal communication satisfaction, corporate culture, perceived organizational support, and employer branding on employee engagement (study on employees of PT Biro Klasifikasi Indonesia (Persero))

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Abstrak

Employee engagement atau keterlibatan karyawan merupakan salah satu persoalan yang sering dihadapi oleh perusahaan. Suatu perusahaan dapat mencapai tujuan dan kesuksesannya, salah satunya karena kinerja karyawan. Maka dari itu, perusahaan harus berupaya untuk dapat mempertahankan karyawannya agar tetap loyal dengan membuat karyawan merasa terlibat. Dalam mencapai employee engagement, terdapat beberapa factor yang diduga mempengaruhinya, yaitu internal communication satisfaction, corporate culture, perceived organizational support, dan employer branding. Penelitian ini meneliti mengenai bagaimana keterlibatan keempat factor tersebut dalam mempengaruhi employee engagement. Penelitian ini merupakan penelitian kuantitatif dengan menyebarkan kuesioner secara online. Teknik pengambilan sampel yang digunakan adalah convenience sampling dengan subjek merupakan karyawan PT Biro Klasifikasi Indonesia (Persero) yang berjumlah 266 responden. Hasil penelitian didapatkan bahwa hanya internal communication satisfaction dan corporate culture yang berpengaruh positif signifikan terhadap employee engagement sedangkan perceived organizational support dan employer branding tidak berpengaruh terhadap employee engagement. Selain itu, pada uji koefisien determinasi, keseluruhan variabel independen terbukti memiliki kontribusi pengaruh terhadap variabel dependen sebesar 62,9%, sedangkan lainnya sebanyak 37,1% dipengaruhi faktor lain di luar variabel independen dalam penelitian ini.....Employee engagement is one of the problems that are often faced by companies. A company can achieve its goals and success, one of which is because of employee performance. Therefore, companies must strive to be able to keep their employees loyal by making employees feel involved. In achieving employee engagement, there are several factors that are thought to influence it, namely internal communication satisfaction, corporate culture, perceived organizational support, and employer branding. This study examines how the involvement of these four factors in influencing employee engagement. This research is a quantitative research by distributing online questionnaires. The sampling technique used was convenience sampling with the subject being PT Biro Klasifikasi Indonesia (Persero) employees, totaling 266 respondents. The results showed that only internal communication satisfaction and corporate culture had a significant positive effect on employee engagement, while perceived organizational support and employer branding had no effect on employee engagement. In addition, in the coefficient of determination test, all independent variables proved to have an influence contribution to the dependent variable by 62.9%, while 37.1% were influenced by other factors outside the independent variables in this study.