

Pengaruh Corporate Entrepreneurship dan Authenticity Terhadap Employee Engagement Pada Perusahaan PT Bukalapak = The Influence of Corporate Entrepreneurship and authenticity Towards Employee Engagement in PT Bukalapak

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh dari *corporate entrepreneurship* dan *authenticity* terhadap *employee engagement*. Variabel *corporate entrepreneurship* menggunakan konsep dari Hornsby, sedangkan variabel *authenticity* mengenai keterkaitan antara diri pribadi dengan lingkungannya menggunakan konsep Woods dan konsep *employee engagement* mengenai keterikatan karyawan dengan perusahaan dan pekerjaan menggunakan konsep Gallup. Pengumpulan data menggunakan metode survei pada karyawan di PT Bukalapak yang telah bekerja minimal selama 1 (tahun) di perusahaan dengan jumlah responden sebanyak 125 orang. Penelitian ini menggunakan pendekatan kuantitatif dengan kuesioner sebagai instrumen penelitian. Data penelitian ini dianalisis menggunakan analisis statistik deskriptif dan regresi. Hasil penelitian ini membuktikan bahwa *corporate entrepreneurship* dan *authenticity* memiliki pengaruh positif terhadap *employee engagement*.

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This study aims to analyze the influence of corporate entrepreneurship and authenticity towards employee engagement. The corporate entrepreneurship variable were measured through Hornby's concept, while the authenticity variables about the similarity between internal condition and environment were measured by Wood and the employee engagement variables about attachment between employee to their job and company were measured by Gallup. Data gathered on the employees of PT Bukalapak who had worked for at least a year in the company with the number of 125 employees. This study uses quantitative approach in collecting data with a questionnaire as a research instrument. The research data were analyzed using descriptive statistic analysis and regression analysis to test the relationship among variables. The results of this study provide an evidence that corporate entrepreneurship and authenticity have positive significance to employee engagement.