

Pengaruh Budaya Organisasi dan Komunikasi Organisasi terhadap Employee Engagement di PT. Swadharma Griyasatya = The Influence of Organizational Culture and Organizational Communication on Employee Engagement at PT. Swadharma Griyasatya

Elizabeth Nurvianti Pertiwi, author

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh Budaya Organisasi dan Komunikasi Organisasi terhadap Employee Engagement di PT. Swadharma Griyasatya. Penelitian ini adalah penelitian kuantitatif dengan menggunakan teknis analisis data deskriptif, analisis regresi linear sederhana, dan analisis regresi linear berganda. Penelitian ini menggunakan kuesioner budaya organisasi PT. Bank Negara Indonesia, Tbk (Persero) (2007), Communication Satisfaction Questionnaire (CSQ) Clampitt dan Downs (1977 dan 1993), dan Employee Engagement (Schaufeli et al., 2002). Hasil pengujian hipotesis menunjukkan adanya pengaruh antara Budaya Organisasi dan Komunikasi Organisasi terhadap Employee Engagement. Hal ini berarti karyawan PT. Swadharma Griyasatya memiliki ikatan yang baik pada organisasi dan juga pekerjaan mereka, merasa bangga pada organisasi, memiliki dedikasi yang tinggi kepada organisasi, dan merasa tertarik untuk terlibat dalam kegiatan-kegiatan organisasi.

.....This study aims to analyze the influence of Organizational Culture and Organizational Communication on Employee Engagement at PT. Swadharma Griyasatya. This research use quantitative research and technics of data analysis that been used in this research are descriptive, simple linear regression analysis, and multiple linear regression analysis. This study uses an Organizational Culture Questionnaire of PT. Bank Negara Indonesia, Tbk (Persero) (2007), Communication Satisfaction Questionnaire (CsQ) Clampit and Downs (1977 and 1993), and Employee Engagement (Schaufeli et al., 2002). The result of hypothesis tests indicate an influence between Organizational Culture and Organizational Communication on Employee Engagement. This means that employees of PT. Swadharma Griyasatya have good relationship with their organization and their work, feel proud of the organization, high dedication to the organization, and keep to engage in the activities of the organization.