SUMMARY

MADE RAMALAKSANA. The Influence of Personal Value and Work Motivation on Employee Engagement in Generation X and Generation Y. Supervised by ANGGRAINI SUKMAWATI and AIDA VITAYALA S HUBEIS.

In an organization the role of human resources is very important. Human Capital is one of the most important elements of a company's intangible assets. Employee who are engaged by both the company and the job will be encouraged to do challenging goal. They have a desire for success and personal commitment to achieve that goal. In the next few years Generation Y will dominate the workforce so it is necessary for Generation X to know Generation Y. Both generations have different work values and motivations. This difference then becomes a gap that needs to be considered so this gap will not interfere with employee engagement.

Processing techniques and data analysis in this research is quantitative and qualitative descriptive analysis. Analysis tools used Structural Equation Modeling (SEM) with an alternative method variance based using LISREL version 8.51 software. Respondents in this study were Generation X and Generation Y who have working throughout Indonesia and questionnaires were distributed through social media.

Based on the results of research Structural Equation Modeling (SEM) that there are significant differences between work motivation and employee engagement in Generation X. Otherwise, there is significant differences between personal value and work motivation, personal value and employee engagement, and work motivation and employee engagement in Generation Y.

Keywords: employee engagement, generation X, generation Y, work motivation, personal value