SUMMARY

DIAH CHAERUNNISA B. Job Demands and Job Resources on Employee Engagement of Bank Employee. Supervised by AIDA VITAYALA HUBEIS and ANGGRAINI SUKMAWATI.

Employee engagement becomes one of the organizational foundations in devising strategies for maintaining and managing human resources. Employee engagement can also be interpreted with a sense of positive emotional attachment, commitment and employee productivity in the company. Employee engagement became one of the missions in PT Bank XYZ which is a Bank that has been operating for 37 years in Indonesia.

One conceptual model that can explain employee engagement is the model of job demands and job resources (Vanessa 2013). According to Schaufeli and Bakker (2004), job demands are the physical, psychological, social and organizational aspects of work that require constant physical, cognitive and emotional effort. Job resources are the physical, social, psychological, or organizational aspects of a job capable of (1) reducing job demands in relation to psychological sacrifices employed by employees; (2) influence the achievement of the objectives; (3) stimulate development and learning (Xanthopoulou et al. 2009).

With regard to job demands and job resources, gender is suspected to have an influence on employee engagement. Terminologically, 'gender' can be defined as cultural expectations of men and women (Lips 1993).

The purposes of this research are: (1) To analyze the influence of job demands and job resources to employee engagement in PT Bank XYZ; (2) Analyze the variables that influence employee engagement, between job demands and job resources the most; (3) Analyze the influence of employee engagement on employee gender in PT Bank XYZ.

Research included in this type of survey research: The research population is marketing retail employees of PT. Bank XYZ of Sumatera region. The research population was 171 people consisting of account officer and funding officer. With an error margin tolerance of 5% then the total sample is 120 employees by using the Slovin formula. Sampling technique used in this research is the probability sampling technique with simple random sampling type. Processing techniques and data analysis in this study uses the Structural Equation Modeling (SEM).

The results of this research are employee engagement of male employees influenced by job demands, and job resources, while employee engagement of female employees is only influenced by job resources. The most affecting factor of employee engagement are job resources. The relationship between job demands and job resources variables is only found in male employees and has an inversely proportional relationship.

Key words: employee engagement, gender, job demands, job resources.