SUMMARY

WINDY PUTRI ARIANTI, The Effect of Job Satisfaction Factors on Employee Engagement at Perwiratama Group. Supervised by MUSA HUBEIS and HERIEN PUSPITAWATI.

Globalization increases competition between companies in the business industry. Every company must have optimal human resources (HR) to be able to compete in the business world. Optimal HR can be seen from various factors such as employee job satisfaction and employee engagement. Perwiratama Group is one of the companies in the business industry that must be able to compete, especially with companies in the same segmentation. One way to compete is to know the factors of job satisfaction and employee engagement in Perwiratama Group itself.

The variables in this study are job satisfaction and employee engagement factors. The research respondents were 84 Perwiratama Group employees in four business businesses. The analysis used is multiple linear regression.

The results of this study indicate that the variables of job satisfaction on work, job satisfaction on salary, and job satisfaction on colleagues affect the employee engagement variable. While job satisfaction variables on promotion and job satisfaction on supervision of employee engagement variables had no effect. The result of Adjusted R Square is 0.431 or 43.1%. This value shows that the variables of job satisfaction (job satisfaction at work, job satisfaction on salary, job satisfaction on promotion, job satisfaction supervision, and job satisfaction on colleagues) affect the employee engagement variable at Perwiratama Group by 43.1%, while the rest is influenced by other factors not examined in this study. The scores obtained in the employee engagement assessment in this study fall into the category of not engaged, that employees do not have an engagement with the company and will not make much contribution to the company and work by always thinking about the end of working hours.

Keywords: employee engagement, co-workers, job satisfaction, promotion, salary, supervision, the job