

Analisis Motivasi Intrinsik terhadap Keterlibatan Kerja Karyawan

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Abstract. Changes due to business competition have had a significant impact on employee motivation in the workplace. Changes in working conditions affect employee work engagement and work motivation. Therefore, this study aims to analyze the influence of intrinsic motivation on employee work engagement in the workplace. This study's hypothesis is that employee job engagement is positively impacted by intrinsic motivation. A non-experimental quantitative approach was used with nonprobability sampling and data collection techniques through an online survey and 178 workers in Indonesia were obtained. It was found that there is a significant and positive influence between intrinsic motivation and work engagement. The findings of this study are also expected to provide recommendations for organizations in managing their workforce more effectively and motivating employees so as to improve organizational performance.

Keywords: *intrinsic motivation, organization, work engagement*

Abstrak. Perubahan-perubahan akibat persaingan bisnis telah memberikan dampak signifikan terhadap motivasi kerja karyawan di tempat kerja. Perubahan kondisi kerja yang terjadi memengaruhi keterlibatan kerja dan motivasi karyawan. Oleh karena itu, penelitian ini bertujuan untuk menganalisis pengaruh motivasi intrinsik terhadap keterlibatan kerja karyawan di tempat kerja. Hipotesis dimunculkan yaitu adanya pengaruh positif motivasi intrinsik terhadap keterlibatan kerja karyawan. Pendekatan kuantitatif non-eksperimental digunakan dengan *nonprobability sampling* dan teknik pengumpulan data melalui survei *online* dan didapatkan 178 pekerja yang ada di Indonesia. Ditemukan adanya pengaruh signifikan dan positif antara motivasi intrinsik dan keterlibatan kerja. Temuan penelitian ini diharapkan dapat memberikan rekomendasi bagi organisasi dalam mengelola tenaga kerja mereka secara lebih efektif dan memotivasi para karyawan sehingga dapat meningkatkan kinerja organisasi.

Kata kunci: *keterlibatan kerja, motivasi intrinsik, organisasi*