

## **PERAN *AUTHENTIC LEADERSHIP* DAN *EMPLOYEE ADVOCACY* TERHADAP *EMPLOYEE ENGAGEMENT***

### **ABSTRAK**

Survey yang dilakukan oleh Gallup menunjukkan bahwa tingkat *employee engagement* di Indonesia masih dalam kondisi memprihatinkan. Hal ini menjadi tugas bagi perusahaan di Indonesia untuk mencari langkah dalam meningkatkan *engagement* karyawan. Salah satunya kepemimpinan otentik yang menciptakan suasana kerja dan perilaku positif karyawan. Melalui *employee advocacy*, karyawan bisa merasakan kebanggaan, dan menjadi bagian dari perusahaan. Penelitian ini bertujuan untuk melihat peran *authentic leadership* dan *employee advocacy* terhadap *employee engagement*. Subjek melibatkan karyawan Hotel X, Y, dan Z di Yogyakarta. Alat ukur terdiri dari *employee engagement* UWES (Schaufeli & Bakker, 2004), *Authentic Leadership Questionnaire* (Walumbwa et al, 2008) dan skala *employee advocacy*. Pengambilan data dengan teknik *purposive sampling* dan metode analisis regresi. Hasil penelitian menunjukkan *authentic leadership* dan *employee advocacy* secara bersama-sama berperan terhadap *employee engagement* sebesar 31,3%. *Authentic leadership* memberikan sumbangan sebesar 19,4% dan *employee advocacy* 13,21% terhadap *employee engagement*. Atasan yang mendengarkan, peduli pengembangan diri karyawan, konsisten antara perkataan dan perbuatan, adalah hal yang dapat meningkatkan *employee engagement*. Kemudian dengan *mem-posting* konten pekerjaan dan perusahaan, karyawan bisa merasakan rasa bangga dan senang karena bisa berkontribusi untuk perusahaan.

**Kata Kunci:** *Kepemimpinan Otentik, Employee Advocacy, Keterikatan Karyawan*

## **THE ROLES OF *AUTHENTIC LEADERSHIP* AND *EMPLOYEE ADVOCACY* ON *EMPLOYEE ENGAGEMENT***

### **ABSTRACT**

A survey conducted by Gallup has indicated that the level of employee engagement in Indonesia is still in a terrible condition. This condition has become a responsibility of companies in Indonesia to seek for strategies/ways to improve the employee engagement. One of those strategies is through an authentic leader which creates the work atmosphere and positive behavior of employees. Through an employee advocacy, the employees are able to feel the pride, and become the part of the company. This research is aimed to observe the contributions of authentic leadership and employee advocacy towards the employee engagement. The subjects include the employees of Hotels X, Y, and Z in Yogyakarta. The measurement tools consist of employee engagement UWES (Schaufeli & Bakker, 2004), Authentic Leadership Questionnaire (Walumbwa et al., 2008) and employee advocacy scale. The data were collected through purposive sampling technique and regression analysis method. The research results indicate that the authentic leadership and employee advocacy are having simultaneous contributions towards employee engagement with 31.3% value. The authentic leadership generates 19.4% contribution while the employee advocacy provides 13.21% on employee engagement. Leaders who listen, concern with the personal development of employees, being consistent within their words and acts are the condition which able to improve the employee engagement. Then, by posting their work and company contents, the employees will be able to feel proud and contented due to their contributions for the company.

**Keywords:** Authentic Leadership, Employee Advocacy, Employee Engagement