

ABSTRAK

**PENGARUH KESEIMBANGAN HIDUP-KERJA DAN
DUKUNGAN ORGANISASIONAL PERSEPSIAN
TERHADAP KETERIKATAN KARYAWAN PT. 123
(PERUSAHAAN MEDIA ONLINE DI JAKARTA SELATAN)**

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Penelitian ini bertujuan untuk menganalisis pengaruh keseimbangan hidup-kerja dan dukungan organisasional persepsian terhadap keterikatan karyawan. Terdapat dua hipotesis yang dibangun dalam penelitian ini, yaitu: 1) keseimbangan hidup-kerja berpengaruh terhadap keterikatan karyawan, dan 2) dukungan organisasional persepsian berpengaruh terhadap keterikatan karyawan. Metode pengumpulan data melalui penyebaran kuesioner kepada para responden secara langsung menggunakan metode *Purposive Sampling* untuk pengambilan sampelnya. Responden dalam penelitian ini adalah para karyawan di PT. 123, perusahaan media online di Jakarta Selatan. Jumlah responden adalah 82 karyawan. Alat penelitian yang digunakan adalah analisis regresi berganda.

Hasil penelitian menunjukkan bahwa keseimbangan hidup-kerja berpengaruh terhadap keterikatan karyawan, sedangkan dukungan organisasional persepsian tidak berpengaruh terhadap keterikatan karyawan.

Kata kunci: keseimbangan hidup-kerja, dukungan organisasional persepsian, keterikatan karyawan.

ABSTRACT

*INFLUENCE OF WORK-LIFE BALANCE AND
PERCEIVED ORGANIZATIONAL SUPPORT ON
THE EMPLOYEE ENGAGEMENT OF PT. 123
(THE ONLINE MEDIA COMPANY IN SOUTH JAKARTA)*

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This purpose of this research is to analyse the influence of work-life balance and perceived organizational support on the employee engagement. There are two hypothesises that were built for this research's purpose, which are: 1) work-life balance has an influence on the employee engagement, and 2) perceived organizational support has an influence on the employee engagement. The data collection method used for this research is using the distribution of questionnaires directly to the respondents, using Purposive Sampling method for the data sampling. Respondents of this research are the staff of PT. 123, an online media company in South Jakarta. The number of respondents is 82 employees. The research instrument used is multiple regression analysis.

The result of the research shows that work-life balance has an influence on the employee engagement, whereas perceived organizational support does not have an influence on the employee engagement.

Keywords: work-life balance, perceived organizational support, employee engagement.