

**PERAN PERSEPSI PENGEMBANGAN KARIR DAN KARAKTERISTIK
PEKERJAAN TERHADAP *EMPLOYEE ENGAGEMENT* PADA
KARYAWAN PERUSAHAAN *STARTUP***

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ABSTRAK

Employee engagement saat ini dianggap sebagai kunci kesuksesan perusahaan. Akan tetapi, penelitian mengenai *employee engagement* kebanyakan dilakukan pada perusahaan yang mapan. Sementara itu, saat ini jumlah perusahaan *startup* di Indonesia meningkat pesat. Penelitian ini bertujuan untuk menguji secara empiris peran persepsi pengembangan karir dan karakteristik pekerjaan terhadap *employee engagement* pada karyawan perusahaan *startup*. Penelitian ini menggunakan metode kuantitatif berupa survei pada 64 karyawan perusahaan *startup*. Hasil analisis regresi linier berganda menunjukkan bahwa persepsi pengembangan karir dan karakteristik pekerjaan secara simultan berperan signifikan terhadap *employee engagement*. Penelitian ini menunjukkan pentingnya peran faktor *motivational* terhadap *employee engagement*.

Kata kunci: *employee engagement*, karakteristik pekerjaan, persepsi pengembangan karir, *startup*

***THE ROLE OF PERCEIVED CAREER DEVELOPMENT AND JOB
CHARACTERISTICS ON EMPLOYEE ENGAGEMENT
OF STARTUP COMPANY EMPLOYEES***

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ABSTRACT

Employee engagement is now considered a key to the company's success. However, most research on employee engagement is carried out in well-established companies. Meanwhile, the number of startup companies in Indonesia has increased rapidly. This study aimed to empirically examine the role of perceived career development and job characteristics on employee engagement of startup company employees. This research used a quantitative method in the form of a survey, with a total of 64 startup company employees participated in this study. The results of multiple linear regression analysis showed that perceived career development and job characteristics simultaneously have a significant role on employee engagement. This study showed the importance of the role of motivational factors on employee engagement.

Keywords: *employee engagement, job characteristics, perceived career development, startup*