

ABSTRAK

ANALISIS PENGARUH IKLIM ORGANISASIONAL PERSEPSIAN, PENGHARGAAN INTRINSIK DAN *JOB CRAFTING* TERHADAP *EMPLOYEE ENGAGEMENT* DI PT DAYAMITRA TELEKOMUNIKASI INDONESIA

Nadya Tatiana

15/391968/PEK/21414

Penelitian bertujuan untuk mengetahui apakah variabel independen memengaruhi variabel dependen. Variabel dependen yang ditetapkan adalah *employee engagement*. Beberapa antiseden dari *employee engagement* adalah iklim organisasional, penghargaan intrinsik dan *job crafting* yang dijadikan variabel independen.

Studi dilakukan di Mitratel, anak Perusahaan Telkom yang bergerak di bidang infrastruktur Telekomunikasi sebagai penyedia tower untuk operator seluler. Dengan metode survei menggunakan kuesioner, penelitian ini bertujuan menguji apakah iklim organisasional, penghargaan intrinsik serta *job crafting* berpengaruh secara positif terhadap *employee engagement*. Terdapat 3 hipotesis yang diuji yaitu, hipotesis 1 iklim organisasional berpengaruh positif terhadap *employee engagement*, hipotesis 2 penghargaan intrinsik berpengaruh positif terhadap *employee engagement* dan hipotesis 3 *job crafting* berpengaruh positif terhadap *employee engagement*.

Untuk mengukur *employee engagement* digunakan kuesioner *Utrecht Work Engagement Scale* (UWES) diambil dari Schaufeli et al. (2001) dengan 21 pernyataan. Untuk mengukur Iklim organisasional menggunakan kuesioner Stringer (2001) dengan 24 pernyataan sedangkan mengukur penghargaan intrinsik MSQ (*Minnesota Satisfaction Questionnaire*) dari Weiss et al. (1967) dengan 12 pernyataan. Terakhir untuk mengukur *job crafting* menggunakan Model *Job Demands-Resources* (JD-R) dari Tims et al. (2011) dengan 21 pernyataan.

Responden penelitian adalah karyawan tetap dan kontrak dengan masa kerja minimal satu tahun di Mitratel. Kuesioner diberikan kepada responden dan didapatkan 106 hasil pengolahan data responden yang valid dan reliabel.

Hasil pengujian hipotesis 1, 2 dan 3 dengan regresi linier berganda menunjukkan iklim organisasional, penghargaan intrinsik dan *job crafting* berpengaruh secara signifikan dan positif terhadap *employee engagement*. Karyawan yang merasakan iklim organisasional, penghargaan intrinsik dan *job crafting* di Perusahaan sudah baik akan memiliki sikap *engagement* yang tinggi.

Kata kunci: *employee engagement, iklim organisasional, penghargaan instrinsik dan job crafting.*

ABSTRACT

ANALYSIS INFLUENCE OF ORGANIZATIONAL CLIMATE PERCEPTION, INTRINSIC REWARDS AND JOB CRAFTING ON EMPLOYEE ENGAGEMENT IN PT DAYAMITRA TELECOMMUNICATION INDONESIA

Nadya Tatiana

15/391968/PEK/21414

The research aims to examine whether the independent variable positively effects the dependent variable. The dependent variable specified is employee engagement. Several of the antecedents of employee engagement are organizational climate, intrinsic rewards and job crafting which are used as independent variables.

The study was conducted at Mitratel, a subsidiary of Telkom which is focused in telecommunications infrastructure as a tower provider for cellular operators. With the survey method using a questionnaire, this study aims to examine whether the organizational climate, intrinsic rewards and job crafting affect employee engagement. There are 3 hypotheses to be tested, namely hypothesis 1 organizational climate positively effects on employee engagement, hypothesis 2, intrinsic rewards positively effects on employee engagement and hypothesis 3 is job crafting positively effects on employee engagement.

To measure employee engagement, the Utrecht Work Engagement Scale (UWES) questionnaire was taken from Schaufeli et al. (2001) with 21 statements. To measure organizational climate using the Stringer questionnaire (2001) with 24 statements while measuring the intrinsic rewards using the MSQ (Minnesota Satisfaction Questionnaire) from Weiss et al. (1967) with 12 statements. Finally, to measure job crafting using the Job Demands-Resources (JD-R) Model from Tims et al. (2011) with 21 statements.

Research respondents are permanent and contract employees with a minimum service period of one year at Mitratel. Questionnaires were given to respondents and 106 valid and reliable data are obtained to be processed.

The results of testing hypotheses 1, 2 and 3 with multiple linear regression showed organizational climate, intrinsic rewards and job crafting positively and significantly influence employee engagement. Employees who feel the organizational climate, intrinsic rewards and job crafting in the Company are already good will have a high engagement.

Keywords: *employee engagement, organizational climate, intrinsic rewards and job crafting.*