

ABSTRAKSI

Work engagement adalah sikap aktif, independen yang merupakan indikator penting berbagai perilaku karyawan. *Work engagement* mempengaruhi perilaku karyawan kepada perusahaannya. Penelitian ini bertujuan untuk mengetahui hubungan antara *work engagement* dan komitmen afektif foci: organisasi, klien, tim dan profesi.

Penelitian ini merupakan penelitian *cross-sectional* dengan menggunakan 162 responden yang terbagi atas 33 tim kreatif radio dan televisi. Hasil penelitian menunjukkan bahwa *work engagement* berpengaruh positif pada komitmen afektif *foci* klien dan profesi namun berpengaruh negative pada komitmen afektif *foci* organisasi dan tim.

Kata kunci: *Work Engagement*, Komitmen Afektif, Komitmen *Foci*.

ABSTRACT

Work engagement is an active attitude , independent which is an important indicator of a variety of employee behavior . Work engagement is influencing the behavior of employees to his company. This study aims to analyze the relationship between work engagement and affective commitment foci: the organization, the clients, the teams and the professions .

This study is a cross-sectional study, using 162 respondents were divided into 33 radio and television creative team . The results showed that work engagement positively effect affective commitment foci client and foci profession , but positively effect affective commitment foci organization and foci team.

Keywords: Work Engagement, Affective Commitment, Foci Commitment.