

ABSTRAK

Fadia Azzahra Hasibuan. NIM : 71830015. Pengaruh *Quality Of Work Life* (Kualitas Kehidupan Kerja) dan Kepuasan Kerja Terhadap *Employee Engagement* (Keterikatan Karyawan) Pada Karyawan Tetap PT. Bank SUMUT Kantor Pusat Medan. Skripsi, Jurusan Manajemen, Program Studi Manajemen, Fakultas Ekonomi Negeri Medan, 2022.

Perusahaan dengan karyawan yang *engaged* (terikat) memiliki retensi karyawan yang tinggi hasil dari menurunnya *turn over* karyawan, mengurangi niat untuk keluar dari perusahaan, meningkatkan produktivitas, profitabilitas, pertumbuhan dan kepuasan pelanggan. Tujuan penelitian ini untuk mengetahui pengaruh *quality of work life* (kualitas kehidupan kerja) dan kepuasan kerja terhadap *employee engagement* (keterikatan karyawan) pada PT. Bank Sumut.

Populasi dalam penelitian ini seluruh Karyawan Tetap PT. Bank Sumut Kantor Pusat Medan yang berjumlah 478 orang. Teknik pengambilan sampel menggunakan metode slovin. Analisis pada penelitian ini menggunakan analisis regresi linear berganda.

Hasil penelitian menunjukkan bahwa *quality of work life* (kualitas kehidupan kerja) berpengaruh terhadap *employee engagement* (keterikatan karyawan) di PT Bank Sumut. Kepuasan kerja berpengaruh terhadap *employee engagement* karyawan di PT Bank Sumut. Secara simultan *quality of work life* (kualitas kehidupan kerja) dan kepuasan kerja berpengaruh terhadap *employee engagement* (keterikatan karyawan) karyawan di PT Bank Sumut

Kata Kunci: *Quality Of Work Life*, Kepuasan Kerja dan *Employee Engagement*

ABSTRACT

Fadia Azzahra Hasibuan. NIM : 71830015. The Effect of Quality of Work Life and Job Satisfaction on Employee Engagement in Permanent Employees of PT. Bank SUMUT Medan Head Office. Thesis, Management Major, Faculty of Economics Medan State University, 2022.

Companies with engaged employees have high employee retention as a result of decreased employee turnover, reduced intention to leave the company, increased productivity, profitability, growth and customer satisfaction. The purpose of this study was to determine the effect of quality of work life and job satisfaction on employee engagement at PT. Bank of North Sumatra.

The population in this study were all permanent employees of PT. Bank Sumut Medan Head Office, totaling 478 people. The sampling technique used the slovin method. The analysis in this study uses multiple linear regression analysis.

The results showed that the quality of work life had an effect on employee engagement at PT Bank Sumut. Job satisfaction has an effect on employee engagement at PT Bank Sumut. Simultaneously quality of work life and job satisfaction affect employee engagement at PT Bank Sumut.

Keywords: Quality Of Work Life, Job Satisfaction and Employee Engagement

