

ABSTRAK

CINDY HUSIN, NIM 7213210017. PENGARUH *SELF EFFICACY* DAN *WORK ENGAGEMENT* TERHADAP KINERJA KARYAWAN PT. AROMA MEGA SARI TANJUNG MORAWA

Penelitian ini bertujuan untuk menguji pengaruh *Self Efficacy* dan *Work Engagement* terhadap kinerja karyawan pada PT. Aroma Mega Sari Tanjung Morawa. Populasi dalam penelitian ini adalah karyawan tetap PT. Aroma Mega Sari Tanjung Morawa dengan jumlah sampel sebanyak 68 karyawan tetap, yang dipilih menggunakan teknik sampling jenuh. Penelitian ini menggunakan pendekatan kuantitatif dengan instrumen pengumpulan data berupa kuesioner. Teknik analisis data yang digunakan meliputi uji validitas, uji reliabilitas, uji asumsi klasik, dan analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa *Self Efficacy* berpengaruh positif dan signifikan terhadap kinerja karyawan. *Work Engagement* juga memiliki pengaruh positif dan signifikan terhadap kinerja karyawan. Secara simultan, *Self Efficacy* dan *Work Engagement* berpengaruh signifikan terhadap kinerja karyawan. Penelitian ini memberikan rekomendasi kepada perusahaan untuk meningkatkan kepercayaan diri dan keterlibatan kerja karyawan guna mendukung pencapaian target perusahaan.

Kata kunci: *Self Efficacy*, *Work Engagement*, Kinerja Karyawan

ABSTRACT

CINDY HUSIN, NIM 7213210017. THE INFLUENCE OF SELF-EFFICACY AND WORK ENGAGEMENT ON EMPLOYEE PERFORMANCE AT PT. AROMA MEGA SARI TANJUNG MORAWA

This study aims to examine the influence of Self-Efficacy and Work Engagement on employee performance at PT. Aroma Mega Sari Tanjung Morawa. The population in this study consisted of permanent employees of PT. Aroma Mega Sari Tanjung Morawa, with a sample size of 68 permanent employees selected using the saturated sampling technique. This research employed a quantitative approach with data collected through questionnaires. Data analysis techniques used include validity tests, reliability tests, classical assumption tests, and multiple linear regression analysis. The results indicate that Self-Efficacy has a positive and significant effect on employee performance. Work Engagement also has a positive and significant effect on employee performance. Simultaneously, Self-Efficacy and Work Engagement significantly influence employee performance. This study recommends that the company enhance employee confidence and work engagement to support the achievement of organizational targets.

Keywords: *Self-Efficacy, Work Engagement, Employee Performance*