

ABSTRAK

HUBUNGAN ANTARA IKLIM ORGANISASI DENGAN *EMPLOYEE ENGAGEMENT* PADA KARYAWAN CV MAXBRO CREATIVE ENTERPRISE DI KOTA PADANG

Iklm organisasi dan *employee engagement* merupakan dua faktor penting dalam memastikan keberlangsungan dan kesuksesan perusahaan. Tujuan dari penelitian ini adalah untuk mengetahui hubungan antara iklim organisasi dengan *employee engagement* pada karyawan CV Maxbro Creative Enterprise. Variabel bebas dalam penelitian ini adalah iklim organisasi dan variabel terikat adalah *employee engagement*. Alat ukur yang digunakan dalam penelitian ini adalah skala iklim organisasi dan skala *employee engagement*. Teknik pemilihan sample dalam penelitian ini menggunakan teknik *probability sampling*. Sampel penelitian ini adalah 73 orang dari total populasi 103 orang karyawan CV Maxbro Creative Enterprise. Uji validitas dan reliabilitas pada penelitian ini menggunakan teknik *alpha cronbach*. Hasil koefisien validitas pada iklim organisasi berkisar antara 0,335 sampai dengan 0,898. dengan nilai koefisien reliabilitas sebesar 0,957 dan pada skala *employee engagement* berkisar antara 0,335 sampai dengan 0,704 dengan nilai koefisien reliabilitas sebesar 0,902. Berdasarkan analisis data maka diperoleh koefisien korelasi antara variabel iklim organisasi dengan *employee engagement* yaitu sebesar $r = 0,502$ dengan taraf signifikansi $p = 0,000$. Hal ini menunjukkan adanya korelasi berarah positif dengan taraf yang sedang, artinya jika iklim organisasi baik, maka *employee engagement* karyawan CV Maxbro Creative Enterprise akan tinggi, dan sebaliknya jika iklim organisasi kurang baik, maka *employee engagement* karyawan CV Maxbro Creative Enterprise akan rendah. Hal ini menunjukan bahwa ada hubungan yang signifikan antara iklim organisasi dengan *Employee Engagemen* pada karyawan di CV Maxbro Creative Enterprise di Kota Padang.

Kata Kunci: Iklim Organisasi, *Employee Engagement*, Karyawan

ABSTRACT

RELATIONSHIP BETWEEN ORGANIZATIONAL CLIMATE AND EMPLOYEE ENGAGEMENT IN CV MAXBRO CREATIVE ENTERPRISE EMPLOYEES IN PADANG

Organizational Climate and Employee Engagement are two important factors in ensuring the sustainability and success of the company. The purpose of this study is to determine the relationship between Organizational Climate and Employee Engagement among employees of CV Maxbro Creative Enterprise. The independent variable in this study is organizational climate and the dependent variable is Employee Engagement. The measurement used in this study is the organizational climate scale and the employee engagement scale. The sample selection technique used in this study is probability sampling. The sample of this study is 73 people from a population of 103 employees of CV Maxbro Creative Enterprise. Validity and reliability testing in this study used the Alpha Cronbach technique. The validity coefficient results for the organizational climate range from 0.335 to 0.898. with a reliability coefficient value of 0.957 and for the employee engagement scale range from 0.335 to 0.704 with a reliability coefficient value of 0.902. Based on data analysis, the correlation coefficient between the variables of organizational climate and employee engagement is 0.502 with a significance level of $p = 0.000$. This indicates a positive correlation with a moderate level, meaning that if the organizational climate is good, then the employee engagement of Maxbro Creative Enterprise employees will be high, and vice versa if the organizational climate is less good, then the employee engagement of Maxbro Creative Enterprise employees will be low. This shows that there is a significant relationship between organizational climate and Employee Engagement among employees of CV Maxbro Creative Enterprise in Padang City.

Keywords: *Organizational Climate, Employee Engagement, Employee*