

ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui seberapa besar Pengaruh *Job Enrichment*, Budaya Organisasi Dan Komunikasi Organisasi Terhadap *Employee Engagement* Pada Pabrik Kelapa Sawit PT. TKA. Metode analisis data menggunakan kuesioner, dengan sampel 83. Metode analisis data yang digunakan adalah Analisis Regresi Linear Berganda. Berdasarkan hasil penelitian menunjukkan bahwa Terdapat pengaruh positif dan signifikan *Job Enrichment* terhadap *Employee Engagement*. Terdapat pengaruh positif dan signifikan Budaya Organisasi terhadap *Employee Engagement*. Terdapat pengaruh positif dan signifikan Komunikasi Organisasi terhadap *Employee Engagement*. Secara simultan terdapat pengaruh positif dan signifikan *Job Enrichment*, Budaya Organisasi, dan Komunikasi Organisasi terhadap *Employee Engagement*. Kontribusi variabel *Job Enrichment*, Budaya Organisasi Dan Komunikasi Organisasi terhadap *Employee Engagement* berpengaruh sebesar 70,7% sedangkan sisanya sebesar 29,3% di pengaruhi oleh variabel lain diluar penelitian ini. Berdasarkan hasil penelitian ini diharapkan pihak Yamaha Sumbar Cabang Damar dapat meningkatkan *Employee Engagement* dengan meningkatkan *Job Enrichment*, Budaya Organisasi Dan Komunikasi Organisasi melalui masing-masing indikator

Kata Kunci: *Job Enrichment*, Budaya Organisasi, Komunikasi Organisasi, Dan *Employee Engagement*

ABSTRACT

The purpose of this study was to find out how much influence Job Enrichment, Organizational Culture and Organizational Communication have on Employee Engagement at the Palm Oil Mill of PT. TKA. The data analysis method used a questionnaire, with a sample of 83. The data analysis method used was Multiple Linear Regression Analysis. Based on the results of the study, it shows that there is a positive and significant effect of Job Enrichment on Employee Engagement. There is a positive and significant influence of Organizational Culture on Employee Engagement. There is a positive and significant influence of Organizational Communication on Employee Engagement. Simultaneously there is a positive and significant effect of Job Enrichment, Organizational Culture, and Organizational Communication on Employee Engagement. The contribution of Job Enrichment, Organizational Culture and Organizational Communication variables to Employee Engagement has an effect of 70.7% while the remaining 29.3% is influenced by other variables outside of this study. Based on the results of this study, it is hoped that Yamaha West Sumatra Damar Branch can increase Employee Engagement by increasing Job Enrichment, Organizational Culture and Organizational Communication through each indicator

Keywords: *Job Enrichment, Organizational Culture, Organizational Communication, and Employee Engagement*