

## ABSTRAK

### HUBUNGAN ANTARA KEPUASAN KERJA DENGAN *EMPLOYEE ENGAGEMENT* PADA KARYAWAN CV. *MAXBRO CREATIVE ENTERPRISE* DI PADANG

Penelitian ini bertujuan untuk mengetahui hubungan antara kepuasan kerja dengan *employee engagement* pada karyawan CV. *Maxbro Creative Enterprise* di Padang. Variabel penelitian yaitu kepuasan kerja (X) dan *employee engagement* (Y). Alat ukur yang digunakan dalam penelitian ini adalah skala kepuasan kerja dan skala *employee engagement*. Metode analisis data yang digunakan untuk pengujian hipotesis dalam penelitian ini menggunakan korelasi (Pearson) *product moment pearson* yang digunakan dengan bantuan IMB SPSS versi 21.0, yang menunjukkan bahwa nilai korelasi  $r = (r) = 0.729$  dengan nilai  $p = 0,000 < 0,01$  yang berarti terdapat hubungan yang sangat signifikan antara Nilai yang positif pada koefisien korelasi menunjukkan terdapat antara kepuasan kerja dengan *employee engagement* pada karyawan CV. *Maxbro Creative Enterprise* di Padang, artinya jika nilai *employee engagement* karyawan CV. *Maxbro Creative Enterprise* tinggi maka semakin tinggi kepuasan kerja karyawan. Adapun sumbangan efektif dari variabel kepuasan kerja terhadap *employee engagement* adalah sebesar 53%.

**Kata kunci :** Kepuasan kerja, *Employee Engagement* , Karyawan

## **ABSTRACT**

### ***THE RELATIONSHIP BETWEEN JOB SATISFACTION AND EMPLOYEE ENGAGEMENT IN CV EMPLOYEES. MAXBRO CREATIVE ENTERPRISE IN PADANG***

*This research aims to determine the relationship between job satisfaction and Employee Engagement among CV employees. Maxbro Creative Enterprise in Padang. The research variables are job satisfaction (X) and employee engagement (Y). The measuring instruments used in this research are the job satisfaction scale and employee engagement scale. The data analysis method used to test the hypothesis in this research uses Pearson product moment (Pearson) correlation which is used with the help of IMB SPSS version 21.0, which shows that the correlation value  $r = (r) = 0.729$  with a  $p$  value =  $0.000 < 0.01$  which This means that there is a very significant relationship between the positive value of the correlation coefficient indicating that there is job satisfaction and Employee Engagement among CV employees. Maxbro Creative Enterprise in Padang, this means that the Employee Engagement value of CV employees. The higher the Maxbro Creative Enterprise, the higher the employee job satisfaction. Meanwhile, the effective contribution of the job satisfaction variable to employee engagement is 53%.*

***Keywords: Job satisfaction, Employee Engagement, Employees***