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ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh Pengaruh *Work Engagement* dan *Employee Engagement* Terhadap Kepuasan kerja Karyawan swalayan aciak mart padang dengan komitmen organisasi sebagai Variabel Intervening, *Work Engagement* dan *Employee Engagement* digunakan sebagai variabel independen dan Kepuasan kerja Karyawan digunakan sebagai variabel dependen, sedangkan Komitmen Organisasi sebagai Variabel Intervening. Sampel pada penelitian ini adalah karyawan swalayan aciak mart padang.

Berdasarkan hasil model regresi data panel, Variabel *Work Engagement* dan *Employee Engagement* berpengaruh positif dan signifikan terhadap komitmen organisasi. Variabel *Work Engagement* dan *Employee Engagement* berpengaruh positif dan signifikan terhadap Kepuasan kerja Karyawan swalayan aciak mart padang. Dan Variabel komitmen organisasi berpengaruh positif dan signifikan terhadap Kepuasan kerja Karyawan swalayan aciak mart padang. Disarankan untuk peningkatan kepuasan kerja karyawan untuk mencapai hasil yang lebih baik lagi, hendaknya Swalayan Aciak Mart Padang juga memperhatikan faktor lain yang mempengaruhi kepuasan kerja karyawan seperti lingkungan kerja, komunikasi, dan lain sebagainya.

Kata Kunci: *Work Engagement* dan *Employee Engagement*, Kepuasan kerja Karyawan , Komitmen organisasi

ABSTRACT

This study aims to determine and analyze the effect of Work Engagement and Employee Engagement on Job Satisfaction at Aciak Mart Padang supermarket employees with organizational commitment as the Intervening Variable, Work Engagement and Employee Engagement are used as independent variables and Employee job satisfaction is used as the dependent variable, while Organizational Commitment as Intervening Variable. The sample in this study were employees of the supermarket Aciak Mart Padang.

Based on the results of the panel data regression model, Work Engagement and Employee Engagement variables have a positive and significant effect on organizational commitment. The variables of Work Engagement and Employee Engagement have a positive and significant effect on job satisfaction of employees at supermarkets at Aciak Mart Padang. And the variable of organizational commitment has a positive and significant effect on job satisfaction of the employees of the Aciak Mart Padang supermarket. It is recommended to increase employee job satisfaction to achieve even better results, Aciak Mart Padang supermarket should also pay attention to other factors that affect employee job satisfaction such as work environment, communication, and so on.