

ABSTRAK

HUBUNGAN ANTARA *EMPLOYEE ENGAGEMENT* DENGAN KEPUASAN KERJA PADA KARYAWAN POPINDO SUPER STORE KOTA BUKITTINGGI

Penelitian ini dilakukan pada karyawan Popindo Super Store Kota Bukittinggi. Tujuan penelitian ini adalah untuk mengetahui hubungan antara *employee engagement* dengan kepuasan kerja pada karyawan Popindo Super Store Kota Bukittinggi. Teknik pemilihan sampel dalam penelitian ini adalah *non probability sampling*. Teknik *non probability sampling* yang digunakan adalah teknik *sampling jenuh*, yaitu teknik penentuan sampel bila semua anggota populasi menjadi sampel yaitu 50 orang. Uji validitas dan reliabilitas menggunakan *Alpha Cronbach*. Hasil uji coba menunjukkan koefisien validitas pada skala *employee engagement* didapatkan *corrected item-total correlation* berkisar antara 0,319 sampai dengan 0,828, sedangkan koefisien reliabilitasnya sebesar 0,932. Hasil uji coba koefisien validitas skala kepuasan kerja menunjukkan *corrected item-total correlation* berkisar antara 0,302 sampai dengan 0,702, dengan koefisien reliabilitasnya sebesar 0,933. Hasil uji hipotesis menunjukkan besarnya koefisien korelasi sebesar 0,757 dengan taraf signifikan $p = 0,000$ yang berarti dapat disimpulkan bahwa terdapat hubungan yang bertaraf tinggi dan berarah positif antara *employee engagement* dengan kepuasan kerja. Nilai positif menunjukkan bahwa semakin tinggi *employee engagement* maka semakin tinggi kepuasan kerja, serta semakin rendah *employee engagement* maka semakin rendah kepuasan kerja pada karyawan. Adapun sumbangan efektif dari variabel *employee engagement* dengan kepuasan kerja sebesar 57%.

Kata Kunci : *Employee Engagement*, Kepuasan Kerja, Karyawan

ABSTRACT

RELATIONSHIP BETWEEN EMPLOYEE ENGAGEMENT AND JOB SATISFACTION IN EMPLOYEES OF POPINDO SUPER STORE BUKITTINGGI CITY

This research was conducted on employees of Popindo Super Store Bukittinggi City. The purpose of this study is to find out the relationship between employee engagement and job satisfaction in employees of Popindo Super Store Bukittinggi City. The sample selection technique in this study was non probability sampling. The non-probability sampling technique used is a saturated sampling technique, which is a technique of determining samples when all members of the population become a sample of 50 people. Test validity and reliability using Alpha Cronbach. The results of the trial showed the coefficient of validity on the employee engagement scale obtained corrected items - the total correlation ranged from 0.319 to 0.828, while the reliability coefficient was 0.932. The results of the trial of the validity coefficient of the job satisfaction scale showed the corrected item-total correlation ranged from 0.302 to 0.702, with a reliability coefficient of 0.933. The results of the hypothesis test showed the magnitude of the correlation coefficient of 0.757 with a significant level of $p = 0.000$ which means it can be concluded that there is a high-level and positive relationship between employee engagement and job satisfaction. Positive values show that the higher employee engagement, the higher job satisfaction, and the lower employee engagement, the lower job satisfaction in employees. The effective contribution of the employee engagement variable with job satisfaction is 57%.

Keywords: Employee Engagement, Job Satisfaction, Employees