

## ABSTRAK

### **PENGARUH *TRANSFORMATIONAL LEADERSHIP* TERHADAP *EMPLOYEE ENGAGEMENT* DAN *WORK LIFE BALANCE* SEBAGAI VARIABEL MEDIASI PADA PT BANK BTPN TBK. LAMPUNG**

Oleh

**TRIA FRANSISKA**

Bank BTPN mengelola sumber daya manusia dengan konsep *people process* yaitu penyediaan tenaga kerja secara cepat dan tepat sesuai kebutuhan perusahaan, membangun dan menjaga budaya kerja dengan kinerja tinggi, pengelolaan *talent* terutama pada posisi kunci (*Talent Management in Key Leadership*), menumbuhkan dan mengembangkan *engagement*. Pentingnya *employee engagement* sudah disadari Bank BTPN, bahwa pencapaian kinerja yang tinggi akan dicapai oleh tim yang memiliki keterikatan kerja yang tinggi. Tujuan dari penelitian ini adalah untuk menganalisis peran mediasi *work life balance* di dalam pengaruh *transformational leadership* terhadap *employee engagement* di Bank BTPN Lampung.

Penelitian ini dilakukan menggunakan pendekatan kausalitas dan dianalisis menggunakan analisis *Structural Equation Modelling (SEM)*. Data yang digunakan didalam penelitian ini didapat dari hasil pengujian kuesioner 89 karyawan Bank BTPN Lampung. Hasil yang didapat dari penelitian ini adalah *transformational leadership* mempengaruhi *employee engagement* dan *work life balance* memediasi pengaruh *transformational leadership* terhadap *employee engagement* di Bank BTPN Lampung.

Implikasi dari penelitian ini adalah diharapkan pemimpin Bank BTPN Lampung dapat memberi sikap positif terhadap setiap kontribusi yang diberikan oleh karyawan, Bank BTPN Lampung dapat menerapkan berbagai kebijakan yang membantu karyawan mewujudkan *work life balance* dan diharapkan Bank BTPN Lampung dapat mempertahankan *employee engagement*. Ketika karyawan *engaged*, maka karyawan akan memahami dengan baik tugas dan perannya di dalam perusahaan dan kontribusi positif karyawan akan berdampak pada pencapaian kinerja yang tinggi Bank BTPN Lampung.

**Keywords:** *transformational leadership, work life balance, employee engagement*

## **ABSTRACT**

### ***THE EFFECT OF TRANSFORMATIONAL LEADERSHIP ON EMPLOYEE ENGAGEMENT AND WORK LIFE BALANCE AS A MEDIATING VARIABLE AT PT BANK BTPN TBK. LAMPUNG***

*By*

**TRIA FRANSISKA**

*BTPN Bank manages human resources with the people process concept, providing manpower quickly and precisely according to company needs, building and maintaining a high-performance work culture, managing talent, especially in key positions (Talent Management in Key Leadership), growing and developing engagement. BTPN Bank has realized the importance of employee engagement, that high-performance achievement will be achieved by a team that has a high work engagement. The purpose of this study is to analyze the mediating role of work life balance in the effect of transformational leadership on employee engagement at BTPN Bank Lampung*

*This research was conducted using a causal approach and analyzed using Structural Equation Modeling (SEM) analysis. The data used in this study were obtained from the results of the questionnaire testing of 89 employees of BTPN Bank Lampung. The purpose of this study are transformational leadership affects employee engagement and work life balance mediates the effect of transformational leadership on employee engagement at Bank BTPN Lampung.*

*The implication of this research is that it is expected that the leaders of BTPN Bank Lampung can give a positive attitude towards every employees contribution, BTPN Bank Lampung can implement various policies that help e/mployees realize a work life balance and it is expected that BTPN Bank Lampung can maintain employee engagement. When employees are engaged, employees will understand well their duties and roles in the company and the positive contribution of employees will have an impact on the high-performance achievement of BTPN Bank Lampung.*

***Keywords: transformational leadership, work life balance, employee engagement***