

ABSTRAK

PENGARUH *QUALITY WORK-LIFE* TERHADAP *EMPLOYEE ENGAGEMENT*

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Sumber daya manusia merupakan penggerak utama suatu perusahaan, sehingga sistem sumber daya manusia dan struktur organisasi dalam perusahaan perlu dikelola dengan baik. Salah satu upaya dalam mengelola Sumber daya manusia agar mampu berkinerja dengan baik adalah menciptakan *Quality work-life*. *Quality work-life* adalah teknik manajemen yang mencakup gugus kendali mutu yang mengungkapkan pentingnya penghargaan terhadap manusia dalam lingkungan pekerjaannya. Penelitian ini menjelaskan Pengaruh *quality of work life* terhadap *employee engagement* pada karyawan Alfamart di Kecamatan Rajabasa. Metode penelitian pada penelitian ini menggunakan penelitian kuantitatif dengan sampel berjumlah 90 Karyawan Alfamart yang ada di Kecamatan Rajabasa. Teknik pengumpulan data dilakukan dengan menggunakan observasi, wawancara, angket, dan dokumentasi, analisis data dengan menggunakan analisis deskriptif dan analisis regresi linier sederhana. Hasil penelitian menjelaskan *Quality work-life* berpengaruh secara parsial terhadap *Employee Engagement*. Saran dari hasil penelitian yang didapatkan, perlu adanya pengembangan lebih lanjut untuk variabel integrasi sosial dan relevansi sosial terhadap *employee engagement*.

Kata Kunci: *Quality Work-Life, Employee Engagement, Karyawan Alfamart*

ABSTRACK

THE INFLUENCE OF QUALITY WORK-LIFE ON EMPLOYEE ENGAGEMENT

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Human resources are the main driver of a company, so the human resources system and organizational structure within the company need to be managed well. One effort in managing human resources so that they are able to work well is to create a quality work life. Quality work life is a management technique that includes a quality control group that expresses the importance of respect for humans in the work environment. This research explains the influence of quality of work life on Employee Engagement among Alfamart employees in Rajabasa District. The research method in this study used quantitative research with a sample of 90 Alfamart employees in Rajabasa District. Data collection techniques were carried out using observation, interviews, questionnaires and documentation, data analysis using descriptive analysis and simple linear regression. The research results explain that Quality work-life has a partial effect on Employee Engagement. Suggestions from the research results obtained, there is a need for further development of the variables of social integration and social relevance to employee engagement.

Keywords: Quality of Work Life, Employee Engagement, Employees Alfamart