

ABSTRACT

Human resources are the driving resources that affect other resources and the company's operational processes. Human resources with high engagement to Kantor Pusat PT. Perkebunan Nusantara VIII is very important. Employee engagement is engagement between employees and the company's and that can be affected by other factor like work motivation and organizational culture. The purpose of this research is to determine the influence of work motivation and organizational culture towards employee engagement at Kantor Pusat PT. Perkebunan Nusantara VIII. Population in this research is 250 employees with sample 154 employees. This research using a quantitative approach, the data for this study was obtained through questionnaires that have been filled by the respondents. Data analysis method in this research using multiple linear regression analysis and multiple correlation analysis. The results of this study showed that work motivation had a significant influence on employee engagement is 42,4%, and organizational culture had a significant influence on employee engagement is 47%. The biggest variable affect employee engagement that is organizational culture. The influence of work motivation and organizational culture on employee engagement is 89,4% and 10,3% left is influence by other variable that not examined on this study research.

Keywords : *Work motivation, Organizational culture, Employee engagement.*