

## ABSTRAK

Penelitian ini dilakukan karena adanya masalah mengenai *employee engagement*, motivasi kerja, dan kepuasan kerja. Pegawai merupakan aset perusahaan yang sangat berharga dan harus dikelola dengan baik oleh perusahaan agar dapat memberikan kontribusi yang optimal. Hal ini menunjukkan bahwa sumber daya manusia merupakan kunci pokok yang harus diperhatikan dengan segala kebutuhannya. Sebagai kunci pokok, sumber daya manusia akan menentukan keberhasilan pelaksanaan kegiatan perusahaan. Penelitian ini dilakukan di PT. PLN (Persero) Unit Pelaksanaan Pelayanan Banten Utara. Penelitian ini terdiri dari tiga variabel yakni *Employee Engagement*, Motivasi kerja sebagai variabel independen dan Kepuasan Kerja sebagai variabel dependen. Penelitian bertujuan untuk mengetahui pengaruh *Employee Engagement*, dan Motivasi Kerja terhadap Kepuasan Kerja. Objek penelitian yaitu karyawan PT. PLN (Persero) Unit Pelaksanaan Pelayanan Pelanggan Banten Utara, dengan sebanyak 97 responden. Metode yang digunakan adalah analisis deskriptif dan analisis verifikatif, dengan teknik pengumpulan data dengan wawancara, kuesioner dan observasi. Hasil penelitian ini menunjukkan, pengaruh *Employee Engagement* dan Motivasi Kerja terhadap Kepuasan Kerja yaitu sebesar 36,6%. Secara parsial *Employee Engagement* berpengaruh terhadap Kepuasan Kerja sebesar 40,5%, dan Motivasi Kerja berpengaruh Kepuasan Kerja sebesar 37,3%. Variabel *Employee Engagement* memberikan pengaruh lebih besar terhadap Kepuasan Kerja dibandingkan Motivasi Kerja. Dapat disimpulkan bahwa *employee engagement* dan motivasi kerja berpengaruh positif terhadap kepuasan kerja.

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

## ABSTRACT

*This research was conducted because of problems regarding employee engagement, work motivation, and job satisfaction. Employees are a very valuable company asset and must be managed properly by the company in order to make an optimal contribution. This shows that human resources are the main key that must be considered with all their needs. As the main key, human resources will determine the success of the company's activities. This research was conducted at PT. PLN (Persero) North Banten Service Implementation Unit. This research consists of three variables namely Employee Engagement, Work Motivation as independent variables and Job Satisfaction as the dependent variable. The research aims to determine the effect of Employee Engagement and Work Motivation on Job Satisfaction. The object of research is the employees of PT. PLN (Persero) North Banten Customer Service Implementation Unit, with as many as 97 respondents. The method used is descriptive analysis and verification analysis, with data collection techniques by interviews, questionnaires and observation. The results of this study indicate that the effect of Employee Engagement and Work Motivation on Job Satisfaction is 36.6%. Partially, Employee Engagement has an effect on Job Satisfaction by 40.5%, and Work Motivation has an effect on Job Satisfaction by 37.3%. Employee Engagement variable has a greater influence on Job Satisfaction than Work Motivation. It can be concluded that employee engagement and work motivation have a positive effect on job satisfaction.*

*Keywords: Employee Engagement, Work Motivation, Job Satisfaction*